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INSIDE DOPE

by GEORGE F. TAUBENECK

Story of the Week
Voice of the People
Refrigeration: Rain-Maker
The Story of a Free American Enterprise
Times Are Always Tough

Story of the Week

Old Settlers at the National Press Club bar in Washington are guffawing over the account of the "white wing" who, with his crew of cleaner-uppers, was engaged in immaculating the White House grounds one day last week.

Leaves had been raked, hedges and bushes and trees trimmed, and the lawn mowed. Finally, the DPW lads were engaged in spearing scraps of paper. Just as the boss "white wing" was about to impale an 8½ x 11 sheet on his long-handled prong, a sudden gust of wind swept the sheet away from his grasp and into an open window of the President's office.

As fast as he could, the cleaner-upper pursued this errant sheet of paper—right up to the open window. Then, dejectedly, he returned to his crew, defeated.

"The President was signing it when I got there," he explained.

Voice of the People

"Letters to the Editor" of a newspaper, because they give voice to popular sentiments, often forecast coming trends.

Hence, distributors of air conditioning should be happy about the following letter recently published in the *Detroit News:*

"Since most American workmen are American citizens, and an American citizen is the equal of a king, and since nothing is too good for a king, then why don't they have air conditioning in the factories?

"To get eggs from his chickens, or milk from his cows, the farmer has to provide a cool place and plenty of cool water. Let the employers learn from the farmer.

"John L. Lewis' miners will work when they are able and willing. That goes for Detroit workers, too. Anything else is slavery.

"To the writer in the Letter Box, crying about the lost race of men. Better use your energies to make Detroit's factories as comfortable as the City's dog pound."

Refrigeration: Rain-Maker

While everybody was talking about the record-breaking spell of hot weather in Chicago during the latter part of August, the *Chicago Tribune* was doing something about it. Wayne Thomis, *Tribune* aviation editor, flew 20,000 ft. into the air in the *Tribune's* Lodestar and dropped 150 pounds of pulverized dry ice into a cloud near St. Charles, Ill. Ten minutes later a heavy rain shower developed at the cloud base.

"Under the circumstances," said H. A. A. Ruth, United States weather bureau official who witnessed the experiment, "I must say that there is a very good probability that the seeding of the cloud with ice caused the rain.

"I saw no rain in the cloud during the climb," Ruth pointed out. "We know there was no rain anywhere around within our range of vision, which was at least 20 miles. When we descended after pouring the dry ice into the cloud at 20,000 ft. we ran into a rainbow at 7,000 ft. and a driving rain at 6,000 ft. Then, continuing on down we found a heavy

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Field Says Failure To Readjust Quotas To New Potential Causes South's 'Gray Market'

Dealers Say Big Volume Sold by 'Unfranchised' Outlets

By George M. Hanning

ATLANTA — Electrical appliance manufacturers are failing to appreciate their new and unbelievably expanded market in the southeastern states, district managers, distributors, and dealers in this area maintain. As a result many of the appliances being purchased in this area are bought in "gray market" operations.

This market, small and neglected before the war, has assumed tremendous proportions, they agree. They firmly believe it is destined to play a much greater role in the nation's appliance picture than was dreamed possible a decade ago.

Not only have southern incomes reached an all time high, they point out, but electrification in the area has progressed by leaps and bounds.

Appliance starved southern families, sold for years on the benefits of electrical living, are now in a position to buy and want to buy.

"Failure by many manufacturers to recognize this turn of events however, has created a situation that some believe will give the appliance industry a black eye in the south," distributors in the area maintain.

For compared to the trickle of electric ranges, refrigerators, washers, and hot water heaters that are allotted to distributors, generally on the basis of pre-war sales performance, a veritable flood of merchandise is continually pouring into the southeastern states outside of regular distribution channels, they asserted recently.

This merchandise, obtained in such major market centers as Chicago, Detroit, Cleveland, Philadelphia, New York, and Washington where appliances are comparatively more plentiful, is being sold by unfranchised dealers, by truckers, and by anyone else who can get hold of appliances.

Franchised dealers, distributors disclosed, are forced to sit by without merchandise and watch others, operating without benefit of a franchise, receive at one time and offer for immediate delivery in their local territory more appliances of the brand they handle than they have seen all year.

Such a situation is terribly hard on their morale, the distributors declared.

The only way this condition can be corrected, they asserted, is by more appliances—a lot more—being sent into the Southeast through legitimate channels.

Until that time, tighter policing of northern dealers by manufacturers and distributors to prevent appliances from being sold to southern free lance buyers, is needed, they stated.

Some dealers complained bitterly that if the manufacturers were not allotting too many appliances to northern markets, these appliances

(Concluded on Page 4, Column 1)

The editorial "If the Black Market Shoe Fits You, Don't Wear It," in the Sept. 8 issue, drew comment from a number of readers, some of whom agreed that such activities were widespread in the refrigeration and appliance fields, others declaring that the condemnation wasn't justified—at least for some segments of the industry.

To get some direct evidence on the subject, Assistant Editor George Hanning has traveled through the south, where appliance "gray market" activities are said to be particularly hot. In this article he discusses the situation generally as he found it. In subsequent issues he'll report on some specific cases.

NFFLA Names Bauder Executive Secretary

KANSAS CITY, Mo. — Establishment of a consolidated headquarters office in Chicago and the appointment of Keith J. Bauder as executive secretary to succeed Albert Guggedahl was voted by the executive board of the National Frozen Food Locker Association following the annual convention of the group here Sept. 22 to 25.

Formerly the association maintained offices in Des Moines, Iowa, and Fort Plain, N. Y., the latter being the public relations headquarters.

The board also indicated that the association, along with the Frozen Food Locker Institute, is considering Chicago for the site of next year's convention and exhibition.

Harry Flory of Eaton, Ohio, was

(Concluded on Page 4, Column 5)

Frozen Artery 'Bank' Proposed for Operations

NEW YORK CITY—Surgeons may soon be replacing injured or diseased sections of human arteries with quick frozen sections.

Charles A. Hufnagel, of Richmond, Ind., and the Harvard Medical School, recently told the American College of Surgeons about such experiments with animals. He proposed that a medical "bank" of frozen arteries be established for operations.

It was explained that surgeons occasionally have to remove a section of an artery because of accidents and disease. Methods of replacing such a section, such as grafts, have been difficult.

Animal experiments reveal that the best grafts are sections of living arteries, which are not available for humans, Mr. Hufnagel said. He reported that although various methods of preserving arteries failed, quick freezing kept them for as long as three months.

Electrical Leagues Meet This Week

NEW YORK CITY—Details of the complete program for the 12th annual conference of the International Association of Electrical Leagues at Hotel Statler in St. Louis Oct. 8-11 have been announced.

During general sessions Oct. 8 and 9, conferees will hear 15 speakers discuss such subjects as appliance retailing, the kitchen and laundry planning center, personnel improvement, tomorrow's electrical living, planned lighting, adequate wiring, farm electrification, and legal aspects of trade association work.

(Concluded on Page 32, Column 1)

Refrigerator Selling Rate Rises In Knoxville

KNOXVILLE, Tenn. — Average dealer sales of household refrigerators rose here during August, according to figures issued recently by the Knoxville Utilities Board.

In the latest report 33 dealers sold 204 refrigerators during the month for a dollar volume of $54,142. Although dollar volume and unit sales were less in this report, 33% fewer dealers participated in this survey. Thus household refrigerators (sold

(Concluded on Page 32, Column 3)

Appliance Men Present Story To Price Investigating Group

• • •

Costs Have Increased More Than Prices, Says Producer; Asks Greater Production

CLEVELAND — The only way prices can be reduced is to increase production and that can be done in many cases "with only moderately more physical or mental effort," according to C. G. Frantz, president of Apex Electrical Mfg. Co.

Mr. Frantz told a congressional committee looking into the price situation that the effect of greater productivity "could be measured, immediately and obviously, in reduced cost of doing business."

"No new laws, no new scheme of economics or experimental regulation is needed— just a realization of fundamentals," he testified before the mid-continent subcommittee of the Senate-House Committee on the Economic Report.

He said a more regular supply of materials and parts and lower federal taxes would help to improve production.

Blaming higher prices on higher costs, Mr. Frantz cited comparative production expenses of his own firm as an example. He said these costs have gone up between 100 and 110% since 1939. Retail prices of vacuum cleaners have increased an average of 30% and those of washers and ironers about 75%, he reported.

The Apex executive declared that the difference between increased

(Concluded on Page 4, Column 4)

Dealers Caught In Tight 'Squeeze' Now Can't Cut Margins To Lower Prices

CHICAGO—Caught in a squeeze between higher costs and lower markups, the home furnishings retailer is facing a problem for survival, Louis S. Bing, Jr., furniture merchant and former president of the National Retail Furniture Assn., told a subcommittee of the Joint Congressional Committee on the Economic Report in Cleveland, Ohio last week.

Furniture stores have for some time voluntarily reduced their margins in an effort to keep prices down and to ward off consumer resistance, he testified. The home goods merchant, he stated, is required to render a much more extensive variety of services than any other retailer. Home furnishings products, such as furniture, appliances, rugs, stoves, etc., are bulky in size, he explained, and the costs of warehousing, display, handling, and servicing have always been high.

The cost of doing business has risen from 7 to 21% over last year, he disclosed, and furniture stores are currently showing a drop in profit from 10% to the vanishing point.

On the average, retail furniture store wage levels are 11% higher than last year, he said. Consequently, an unsatisfactory net profit situation has developed, despite a general increase in volume, he testified.

Retailers do not create prices, but merely distribute merchandise from manufacturers and jobbers to the ultimate user, adding the cost of their service, which is a fixed percentage that varies remarkably little from year to year, he told the committee.

Some of the current problems which make it difficult for the home furnishings retailer to operate profitably were listed by Mr. Bing as follows:

Shortages of desirable goods in the lower price ranges desired by the majority of consumers.

Increases in wholesale prices of goods already ordered and acknowledged for shipment.

Merchandise shipped from the factory without adequate inspection, throwing high service costs onto the retailer.

When Regulation W expires, greater capital will be needed to expand credit sales.

The high food prices are cutting into consumers ability to buy durable goods.

"Full production and low prices are the only safeguards against disastrous economic collapse at the moment and the drying up of consumer demand," he affirmed. "I do not believe that this condition can be achieved through a buyers' strike,

(Concluded on Page 4, Column 4)

Delavan Mfg. Buys Perfection Parts Co.

DES MOINES, Iowa — Delavan Mfg. Co. here, producer of oil burner and spray nozzles, Pumpall vacuum power pumps, and other items, has entered the refrigeration field through the purchase of Perfection Refrigeration Parts Co., Harvey, Ill., W. E. Safris, Delavan vice president, announced recently.

Mr. Safris said transfer of all Perfection tools, dies, jigs, fixtures, and drawings to the Delavan plant was under way and would be completed shortly. Full-time operation was expected to be resumed with little delay.

Delavan acquired the complete Perfection line, with the exception of a water valve, according to Mr. Safris.

"It is our plan to produce all items

(Concluded on Page 4, Column 5)

New Price Protection Plan Gives Distributor Credit on Inventory

DETROIT—Manufacturers of some lines of machine tools and industrial and electrical supplies have instituted plans to protect distributors against price declines, not by guaranteeing prices or providing for advance notifications of price reductions, but by extending distributors an inventory credit allowance on floor stocks affected by the reduction.

Distributors for some of these lines are said to have been instructing price and stock clerks in procedures to be followed in requesting adjustments on lines in which they may be obtained.

One factor in making the new policy effective has been an alteration of manufacturers' sales policies to 100% marketing through independent distributors, with manufacturers' factory and branch warehouse inventories reduced to a minimum.

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The SANITARY
Quicfrez
Pioneer of Farm Locker Plants

$AVES the Food Dollars!

WHEN the actual dollars-and-cents value of food stored in a freezer is considered, it is easy to convince your freezer prospects of the wisdom of buying the best! In featuring the Sanitary QUICFREZ, you offer performance and quality that insure lasting service and satisfaction—backed by over 8 years of pioneer development in the farm freezer field.

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STAND-OUT FEATURE of the Quicfrez
- 5 Separate freezer plates which provide 4 Storage Compartments.
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SANITARY REFRIGERATOR CO.
FOND DU LAC, WISCONSIN
Farm Locker Plants Since 1939, Ice Refrigerators for More Than 40 Years

Fogel Readying New Addition to Plant

PHILADELPHIA — Fogel Refrigfrigerator Co.'s assembly section will be increased in length by 239 ft. when a one-story building now being added to the factory is completed, it was reported by William Fogel, president.

"Already being used to a large degree, this new addition is noticeably speeding up production of Fogel lines of display cases and refrigerators," Mr. Fogel said. "The new addition not only lengthens our straight production lines to 550 ft., but has also increased the operating efficiency of the entire plant."

The Fogel plant and grounds now cover approximately four acres in the heart of Philadelphia's industrial section.

S. Dakota Refrigerators Increase 21% Over '46

PIERRE, S. D. — Big gains in refrigerator and radio sales in 1947 were reflected by comparative assessed valuation figures for South Dakota as made public Aug. 30 by State Tax Director W. R. Wilder.

The figures revealed that residence electric refrigerators totaled 59,035, an increase of 21.20% over 1946. Radios increased 19.19% to reach a total of 139,177.

The average radio was assessed at $11.61 and the average refrigerator at $75.27.

Put the Home Freezer 'On the Sidewalk' To Move Them Faster, Dealer Advises

This Denver dealer, to spur home freezer sales, found it effective to put a model on a dolly right out in the entranceway to his store. Make, size, and price of the model were written on the front of the freezer with a grease pencil.

DENVER—The easiest way to sell family-style home freezers is to mount them on a dolly and display them in the entranceway of the store, according to LeMoine Bechtold, president of LeMoine's, Frigidaire dealer here.

Mr. Bechtold, like many other appliance dealers, found that home freezers were not selling as rapidly as they were being received a few months ago—chiefly because many people who are logical prospects for the 6, 8, and 10-cu. ft. models carried did not know they were available for immediate delivery.

Mr. Bechtold has found that the dolly display out on the sidewalk solves many of his sales problems. Complete details concerning the home freezer are written on the box itself with a grease pencil, such as "Frigidaire home freezer, immediate delivery, 8 cu. ft., $239.50."

Chain Store Organizations Reported Planning To Sell Pre-Packaged Produce

NEW YORK CITY—Chain store organizations are cited as leading the move toward pre-packaged vegetables in a report in the *New York Times*.

According to the paper, "several of the nation's most prominent chain store organizations are known to be preparing to undertake the distribution of pre-packaged produce as soon as possible."

As a result of consumer demand, facilities of the industry are being increased as rapidly as possible. Uncertainty regarding the methods of packing and establishment of facilities were cited as reasons for the delay in meeting the consumer desire. With further developments, which are being worked out, it is expected that many stores, which have been waiting for the advantageous moment to enter the field, will do so.

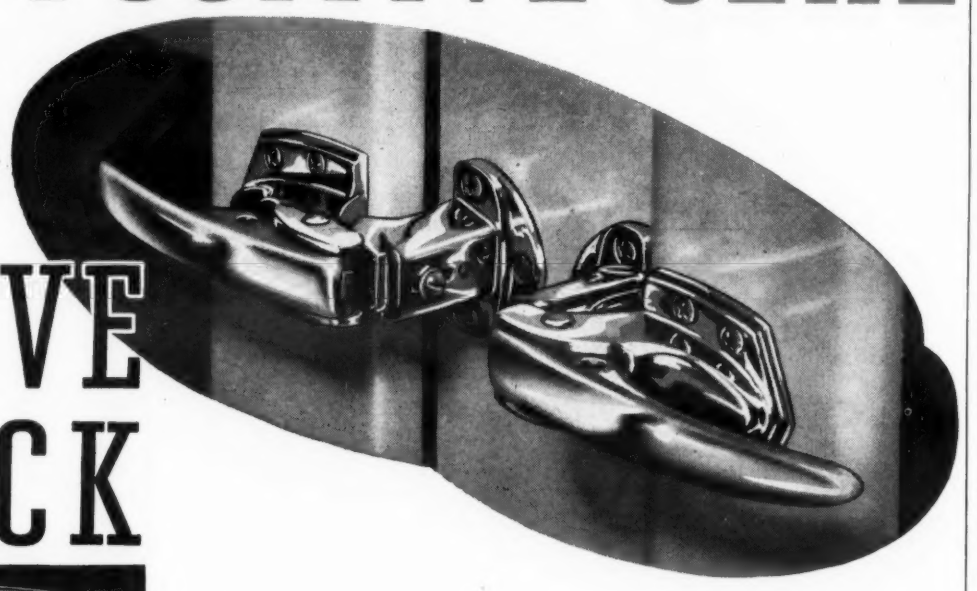
In discussing the speed with which the change from bulk merchandising to the pre-packaging system will come about, the *Times* said, "Some commentators expect that the transition . . . will not occur for at least two years. Others believe the change is inevitable and will be an accomplished fact within five years."

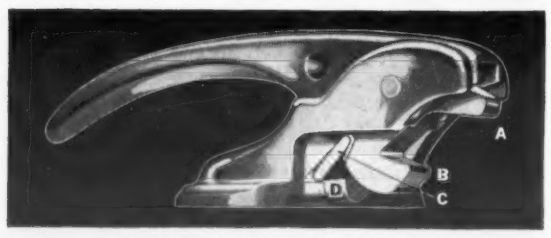
Among the questions facing the industry is the matter of who should do the pre-packaging. "Experiments to date," according to the *Times*, "have inclined toward packaging at the terminal market, but pilot plants are being set up at shipping points to determine if the greatest advantage to industry and consumer might not be in processing at that point."

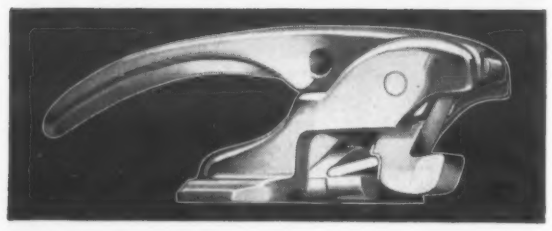
Regardless of the point of processing, the need for refrigeration at all points from the shipper to consumer seems to be established as necessary to accomplish the ends of glamorizing the food, reducing the waste, and carrying more food value to the consumer, the *Times* reported.

FOR a POSITIVE SEAL

Install a POSITIVE LOCK







A seal can be no tighter than the lock that holds it. Refrigerator locks by Grand Rapids Brass Company provide **living action** . . . a positive, heat-proof closure that persists even when gaskets grow old. Precision-built and beautifully finished, these locks reflect credit on your own product and assure your customer a lifetime of efficient economical service. Available in a full range of sizes to fit the smallest display cabinet or the largest walk-in installation. May we send our catalog? Let us know how we can serve you!

THE LOCK WITH THE *Living Action*

This patented lock construction never relaxes its upward grip. When the trigger (A) touches the strike, that undershot jaw (B) takes hold like a bulldog . . . with constant pressure from a powerful coil spring operating on an off-center plate (C) through the concealed bolt (D). That's why we call it "The Lock with the Living Action" . . . a principle exclusive with products of the Grand Rapids Brass Company.

by America's Quality Manufacturers of Commercial Refrigerator Hardware

Grand Rapids Brass Company
Makers of Dependable Refrigerator Hardware for over 40 Years
Grand Rapids 1, Michigan

Sale of 1,000 Home Freezers by Locker Plant Operator Proves Boost to Processing Volume

KANSAS CITY, Mo. — Sales of more than 1,000 home freezers in three months, chiefly to patrons of his locker plant in Oakland, Calif., was reported by Frank Grace at a special session of the recent annual meeting of the Frozen Food Locker Association here recently.

"In making our plans for this program," said Mr. Grace, "we realized that our patrons wouldn't spend a lot of money for a big home freezer and then continue renting lockers. So we decided to promote a 3.2-cu. ft. freezer.

"Some of our patrons were quite frantic. They didn't like the idea at all. They said this freezer was too small. So we told them that at the locker plant we could store foods more cheaply than they could at home.

"Our patrons had to be talked out of the idea of trying to store three or four months' supply of food in their home unit. They shouldn't try to keep more than two to four weeks' supply there."

In addition to the sale of the units themselves, Mr. Grace reported that these units have improved his locker business considerably.

"We are now selling from 10% to 20% more merchandise to those patrons who have home freezers. The freezer idea has virtaully ended the canceling of locker rentals by people who don't like to go into a cold room. Now we have 4,000 lockers, and almost all of them are full.

"Our present sales run about 20 beeves a week, 30 lambs, 3,500 lbs. of smoked meats, and a wide variety of frozen foods.

"Only one home freezer was returned to us, and that by a woman who moved out of town," he said.

Harvey Loy, Koch Official, Dead of Heart Attack

NORTH KANSAS CITY, Mo. — Harvey Loy, assistant manager of the supply department for Koch Butcher's Supply Co. here, died suddenly of a heart attack while vacationing in Chicago.

Mr. Loy, 37, had been with Koch for 12 years.

International Detrola Buys More Steel Facilities

DETROIT — International Detrola Corp. has purchased from Lukens Steel Co., Coatesville, Pa., its 84-in. mill.

The mill is to be dismantled by March 31, 1948, and removed to Newport, Ky. where it will be re-erected for mill operations of the purchaser.

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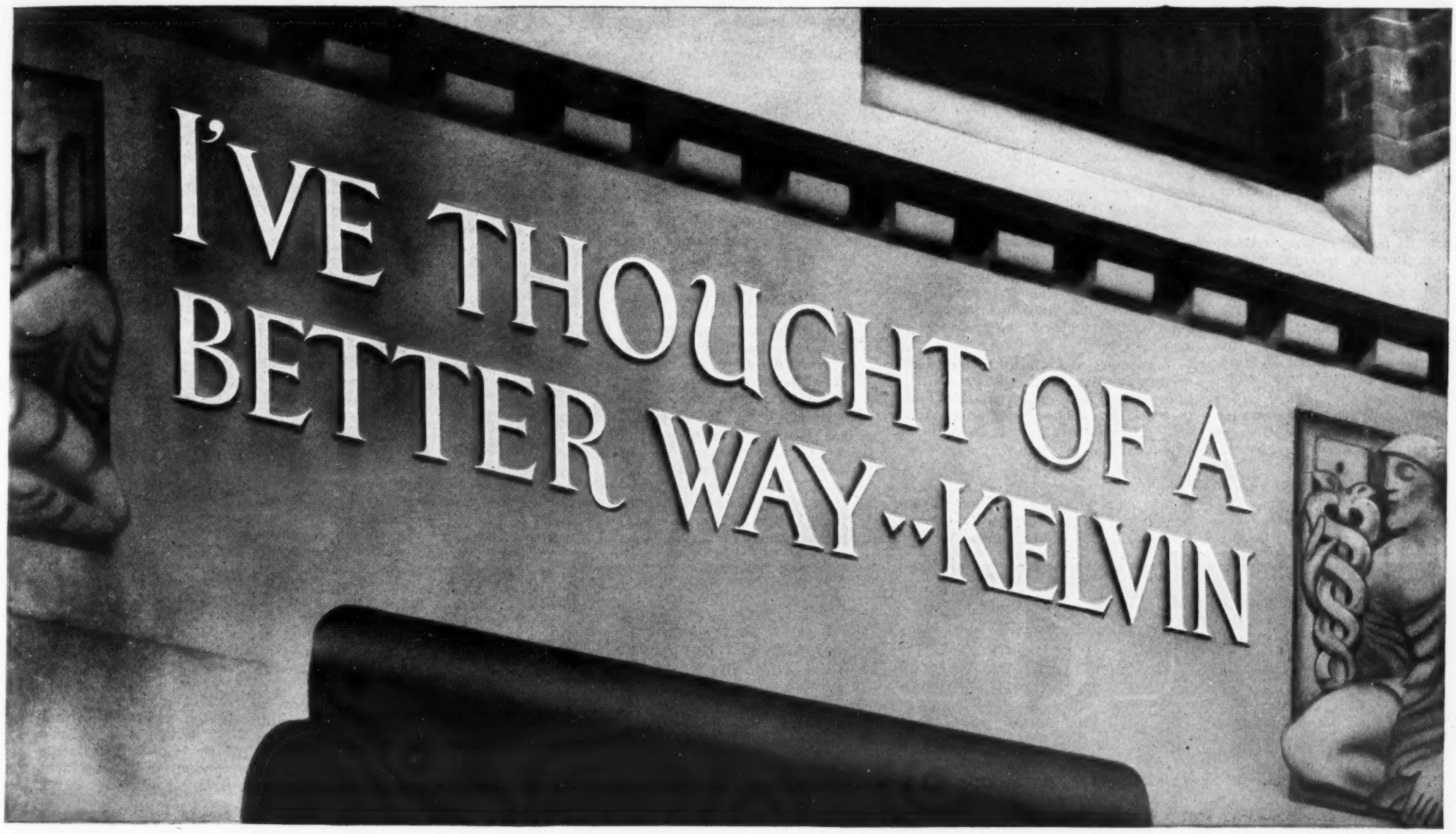
REFRIGERATORS...from 2 to 18 cu. ft.
FRIGIDAIRE • GENERAL ELECTRIC
HOTPOINT • KELVINATOR • NORGE • PHILCO
WESTINGHOUSE and OTHER FAMOUS BRANDS
ATTRACTIVELY PRICED for PROFITABLE RESALE
WRITE FOR LATEST PRICE LIST
METRO REFRIGERATOR CO. 44-3rd Ave., New York 3, N. Y.
A Continuous Reliable Source of Supply



Those are significant words for every Kelvinator dealer—the world over.

Expressed by Lord Kelvin a century ago, they heralded the discovery of the process of mechanical refrigeration. Adopted as the spirit of Kelvinator progress through the years, they are reflected in the dealer-minded soundness of the Kelvinator Franchise.

For in the Kelvinator Franchise "the better way" is ever-present and ever-effective. This is notably apparent in the great basic principle of the Franchise: "An adequate market for every dealer . . . an adequate dealer for every market." This franchise provision . . . no overcrowding of dealerships . . . becomes increasingly attractive as more normal conditions develop.

The Kelvinator dealer moves into a stronger position than ever as competition stiffens. The more brand-conscious the consumer, the more powerful the name *Kelvinator*. And with good reason. For Kelvinator has earned a reputation for building better value into its products year after year. Supporting this reputation is consistent, national advertising which is followed up aggressively with local dealer support.

Again, at the point-of-sale the Kelvinator retailer realizes the priceless advantage of his Franchise. Here the soundness of Kelvinator's Step-Up Plan comes into play . . . achieves consistent higher unit sales. And the great VIS training program equips the salesman with product knowledge, salesmanship and confidence. In this tangible cooperation, the dealer finds strong proof of the expressed objectives of the Kelvinator Franchise—with its dynamic policies developed to get results *for him*.

No wonder then, the Kelvinator retailer looks to the future as a time of unparalleled opportunity . . . for he, too, has found *a better way!*

You build a future with RETAIL-MINDED **Kelvinator**

THE MOST VALUABLE FRANCHISE IN THE APPLIANCE INDUSTRY

DIVISION OF NASH-KELVINATOR CORPORATION • DETROIT 32 • MICHIGAN

Field Says Failure To Alter Quotas Causes 'Gray Market'

(Concluded from Page 1, Column 3)

would not be pouring into the south in such great numbers. They felt that their own allotments could well be increased without hurting dealers elsewhere.

One North Carolina dealer stated that today he is only receiving one third the number of washers that he received in pre-war days while demand is so many times higher that he hesitated to name a figure. He pointed out that four other dealers in town, none of whom were franchised for that particular brand, each had received more washers of that brand than he had so far this year.

A picture of how this uncontrolled flow of merchandise is coming into the South to help satisfy an unprecedented postwar demand was given by one district manager. He based his data on information gained from his dealers affected by the beyond-the-pale movement, from personal investigation, and from other sources.

Three distinct types of operations are recognizable, he said. One is for truckers who carry produce to northern markets to arrange with dealers along his route to bring back appliances for them.

Another is for truckers who carry produce north to circulate among dealers in northern cities, paying cash for appliances, and then hauling the appliances back to little southern towns where they know demand is particularly strong. They sell them right off their truck.

The third is for a southern appliance dealer to have friends or operators in northern market centers who purchase appliances at about 10% above dealer cost and ship them south in carload lots. This 10% deal, he believes, offers a certain type of marginal dealer who finds a particular line moving slowly, a chance to make a small but quick profit without having to worry about installation or service work.

Some times, these operators, hoping for a quick killing and taking advantage of the desperate need of the southern people for appliances right now, are charging prices far above the factory suggested list prices.

Consumers are willing to pay such premiums, he said, because they know it will take many months to get their badly needed appliance from an authorized dealer. They jump at the chance to get it now.

Since in most cases, they have been waiting years for that appliance and there is no longer the compulsion of war needs, they cannot be blamed for taking the opportunity to buy when it presents itself.

Other unfranchised dealers, aggressively taking this opportunity to establish themselves in the appliance business, are charging their customers list prices, or 10 to 20% above list, he indicated. They depend on large volume and small profit to make their money, he added.

The harm that these operations can do to the appliance industry in the south takes three forms, he pointed out.

1. They will throw the burden of servicing these appliances on the authorized dealers.

2. Once the lush market is gone, those operators who remain may turn into cut rate houses.

3. The confidence of franchised dealers is being undermined by the failure of manufacturers to stop this condition. When it becomes necessary to really sell again, the cooperation of dealers may be a little slow in forthcoming.

The attitude of some of the unfranchised dealers can be summed up in a statement made by one of them. "These people have been waiting a long time for appliances, they need them badly, so why not let them have them?"

FROM THE ACHS CATALOGUE
"Made-to-Specification"
FOR HUNDREDS OF DEALERS
ICE CREAM
MODEL DF7
ALL-PORCELAIN
FREEZER
CABINET
FOR
ICE CREAM
HERE IT IS . . . the 50" All-Porcelain Frozen Foods Cabinet with the deluxe features of our 7 foot model, specially produced at the request of many dealers who wanted a space-saving ice-cream cabinet with the finish and appointments of the larger unit. Dual-purpose doors with mirrors (can be closed for use as night covers), serpentine plates arranged as sectional dividers (more low side, less high side). Even refrigeration throughout. Also available in 20 cu. ft. model. All cabinets equipped with ⅛ H.P. Air Cooled Condensing Units. Specifications available on request; also for Model SD 20 (7') and Model DF 6, the economical 44" enamel cabinet.
THE ACHS METHOD OF DISTRIBUTION
means Greater Profit for the Dealer, DeLuxe Equipment for the Consumer—at Competitive Prices. Open Territories Now Available.
FREEZER PRODUCTS COMPANY
24140 GROESBECK HWY.
EAST DETROIT, MICHIGAN

What a Producer Told Price Investigators--

(Concluded from Page 1, Column 4)

costs and prices was due to larger volume (about three times the prewar level in Apex's case) and the necessity of maintaining a satisfactory position in a highly competitive industry.

The need for greater production and reduced taxes to help halt the price spiral was also called to the committee's attention by John P. Murphy, president of Higbee Co., Cleveland department store. He also asked for less government competition in buying.

Mr. Murphy was one of several local department store executives who testified at the committee's final hearing. They said continued price increases would result in greater buyer resistance and inventory risks and smaller profits.

"Department stores' operating results for the first six months of this year compared with the first six months of last year indicate these possibilities," Mr. Murphy stated.

A. C. Gay, treasurer of Wm. Taylor, Son & Co., said the smaller markups being used by department stores is resulting in lower gross margins this year than last, when OPA price ceilings were in effect. He reported a 3.2% rise in expenses to sales over last year and said the greatest gains were in payrolls, which account for 60% of operating costs. Net profit has fallen from 6.4% of sales to 3% this year, he declared.

J. Henry Dippel, vice president of Halle Bros. Co., said department store earnings are now the lowest since 1938.

"It has reached the point where a store-wide reduction in prices of only 5% would result in substantial loss during a year's operation at the present cost levels," he testified.

Sam Rosenberg, general merchandise manager of May Co., informed the committee that department stores are resisting manufacturers' higher prices and will continue to do so.

"We have even gone so far as to refrain from buying from many manufacturers, because we felt that their price increases were thoroughly unwarranted," he explained.

"We believe that if prices continue to go higher they will bring greater customer resistance," said Lambert G. Oppenheim, president of Bailey Department Stores Co. "This resistance may slow up production. Less production will mean curtailment of jobs."

What a Retailer Told Price Investigators--

(Concluded from Page 1, Column 5)

but rather through the stimulation of maximum production and the utmost effort of labor and industry alike to make more goods, more new products, more and better homes, with better equipment for the 140 million Americans."

Mr. Bing made the following suggestions to the Committee:

More production of wanted merchandise, particularly of popular priced goods for maximum consumption.

A levelling off of wages which would provide a ceiling for prices.

Reduction of Federal income taxes to increase take-home pay of workers.

Withdrawal of government from business and release of trained personnel to industrial and food production.

Establishment of a Government buying policy for the Army and Navy and for export so that Government policy and the participation of the government in economic and farm production will be known in advance.

Government aid in promoting and financing new homes for veterans and other workers in conjunction with local private and municipal builders.

Government sponsorship of national, regional, and local meetings of labor, farm, government, and industrial leaders to give full publicity to government economic policy and the needs of industry.

General acceptance by industry of short term buying at firm prices so that orders will not be subject "to prices prevailing at time of shipment."

NFFLA Names Bauder--

(Concluded from Page 1, Column 2)

elected president of the group for the coming year. Other officers include Vaughn R. Walker, first vice president; W. H. Hasebroock, second vice president; L. C. Shellabarger, third vice president, and W. C. Naylor, treasurer.

Board members, besides the officers, are E. G. Spencer, retiring president, Dan E. Brady, and John Trullinger.

Mr. Bauder, who formerly directed the public relations activities of the association, will serve as executive secretary without salary. George R. Schiemer, who was secretary of the public relations committee, will be Mr. Bauder's assistant.

Several appointments were also announced by President Flory. Retiring president, E. G. Spencer is chairman of the convention committee; Mr. Walker continues as chief of the legislation group; Mr. Shellabarger, chairman of the state meetings committee; Mr. Hasebroock, chairman of customer relations; Mr. Brady, chairman of membership committee; Mr. Naylor, chairman of budget and finance, and Mr. Trullinger, chairman of the merchandising committee.

Delavan Buys Perfection--

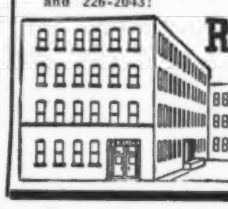
(Concluded from Page 1, Column 4)

now in the Perfection catalog and to add new items to the line as fast as practical," he said.

"Sales of these items will be handled through the same sales organization used by the Perfection Refrigeration Parts Co. The Perfection name will also be used for a year or until the Delavan name can be established in the industry."

Perfection Parts, a division of Perfection Gear Co., also of Harvey, has been manufacturing shaft seals, bellows, nose pieces and rings, shafts, con rods, eccentrics, valve plates, pistons, pins, rings, flapper valves, reeds, discs, valve stems, spacers, and guides for compressor replacements.

In addition to the nozzles and pumps, Delavan makes air compressors, contract parts, and Webster electric magnetos. The firm is located at 3009 Sixth Ave., Des Moines, Iowa.

Prompt Shipment!
Completely Equipped with Compressor
The Popular
PERLICK DIRECT DRAW DISPENSERS
with the EXCLUSIVE* Air Cooled Faucet Standards
*Perlick Dispensers and Air Cooled Faucet Standards are covered by Patents No. 225-7070 and 226-2043!
The most popular beer dispensing system is the Perlick Direct Draw Dispenser, for it delivers brewery-fresh beer from keg to glass! Now available in 2 sizes, for prompt delivery—complete with condensing units. It pays to give preference to Perlick!

R. PERLICK BRASS CO.
8100 W. [illegible] AVE.
MILWAUKEE 10, WIS.

They Couldn't Believe their own Eyes . . .

HUDSON'S 3 WAY DRINK DISPENSER

PATENT PENDING

After almost two years of testing the performance of the Hudson 3 Way Dispenser in our plant and being convinced that it was mechanically and hydraulically perfect we made several installations in the Detroit Area. Word soon spread and tavern owners and barkeepers began inspecting these installations. When three of the curious would line up at a bar and each order a different chaser, and then see these three chasers, (soda—cola—gingerale) dispensed out of the same faucet, instantly one after the other, with positively no intermixing—yes sir, they couldn't believe their own eyes.

Since the introduction of the Hudson Constant Pressure Motorless Carbonator there hasn't been such a "sure fire" amazing seller for the tavern market. And the Hudson 3 Way Dispenser is vitally needed. It modernizes a bar. Puts cola—soda—gingerale or any other flavor ON TAP and ICE COLD. No more inconvenience of bottled chasers. It cuts the cost to less than ½c for a chaser.

The Hudson 3 Way Dispenser system is simple, practical and easy to install. It's so sensational and useful that it sells itself.

We are interested in dealers in certain territories who can cover the bar and tavern trade fast, selling and making complete installations. If you think you can do a job for us—then we can help you make plenty extra money—right now! Write or wire today.

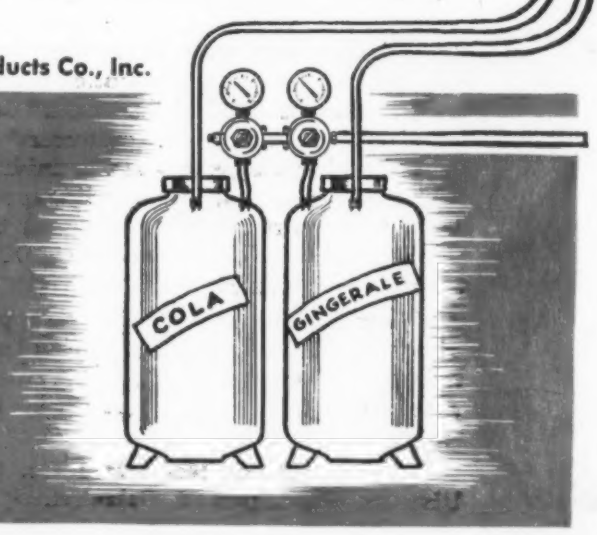
Another Quality Product from the House of Hudson

Pull handle forward for zippy fresh soda water. Pull handle to left for a "cola" tasting exactly as you like it. Pull handle to right for a gingerale chaser made to the right syrup proportion as syrup maker specifies.

The Hudson 3 Way Dispenser is a complete system consisting of a three way dispenser faucet—necessary proportioning valves and two 3 gallon stainless steel syrup tanks. The entire unit is sold complete.

The dispenser faucet is mounted on the service bar replacing the old fashioned soda faucet. The tanks may be installed at any convenient location, upstairs, downstairs, to the right or left of the bar, in the back room or right inside the service bar. Cola, gingerale or any desired syrup are placed in tanks. Valve is adjusted to provide exact proportion of syrup with soda that syrup manufacturer specifies. When dispensed the syrup thoroughly mixes with carbonated water—no stirring necessary.

Copyright 1947, Hudson Products Co., Inc.



HUDSON PRODUCTS CO. Inc.

4400 ST. AUBIN AVE.

DETROIT 7, MICH.

SUSPENDED GAS UNIT HEATERS

85—25—165 BTU capacity. Delivery within 3 or 4 days.

This is a union manufactured Product.

Some exclusive territories are available.

• • • • •

We also manufacture a combination heating and cooling unit, gas fired furnace and the NAT "Self-Contained" Air conditioning unit.

THE **NAT** CORPORATION

2710 McGee Trafficway Kansas City 8, Mo.

Group Sees Drop In High Oil Burner Rate of Installation

NEW YORK CITY—Oil burner installations, during the first seven months of 1947 were riding 95% above the like period last year, the Anthracite Institute reports.

From all indications, however, this pace of installation may be retarded during the remainder of the year due to the difficulty of obtaining oil commitments, the institute said.

[Meanwhile in Omaha, Neb., partial blame for the nation's present shortage of fuel oil was ascribed to the large number of oil burners being installed. J. L. Minner, fuel oil manager of Shell Oil Co., termed the current situation critical in a statement before the Senate small business committee's subcommittee.]

The number of oil burners installed through July of this year amounted to 397,392, according to institute figures.

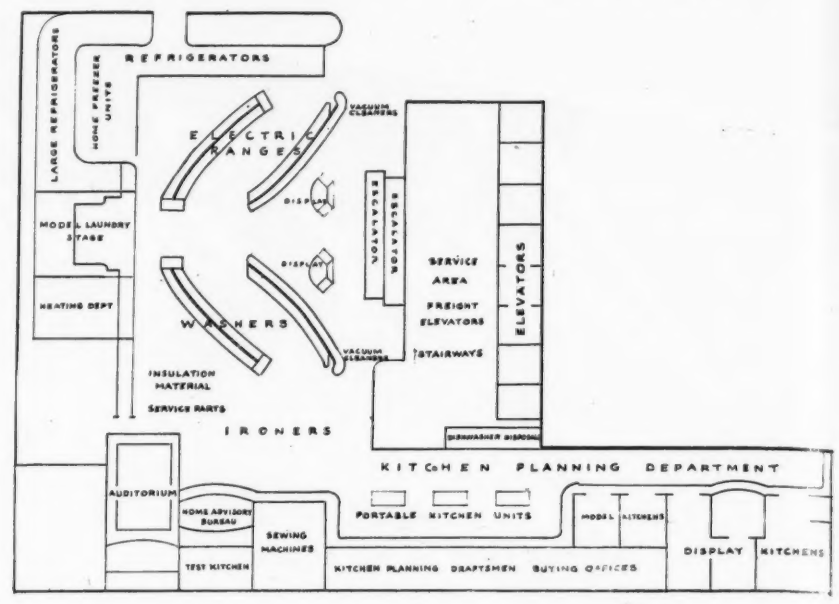
Instalment Loans Rise 2%

WASHINGTON, D. C.—Instalment loans outstanding at the end of August were 48% above those a year ago, according to the Federal Reserve Board. They increased 2% in August to $3,029,000,000.

The board also reported that consumer borrowing of all types during the month was up 34% over August, 1946, to set a new record high. Borrowing amounted to $11,216,000,000, an increase of $155,000,000.

Although instalment sales credit rose 5% on automobile sales and nearly 3% on other sales, the board said this type of credit is still below record levels.

Getting Passersby To Slow Down



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New Layout Funnels Flow of Customer Traffic Into Hudson's Appliance Dept.

DETROIT—An original and unusual floor plan draws heavy customer traffic through, rather than by, the 12,500 sq. ft. relocated major appliance department opened last week by the J. L. Hudson Co. here.

Shifted to the southwest corner of the tenth floor, formerly occupied by the lamp department, the modernized major appliance department was constructed by Hudson's own workmen from plans drawn up by the store's architectural staff.

Elliptically laid out island displays of electric ranges and washers form broad aisles that converge in the center of the department. No matter from which of the four approaches to the department a customer may come, he is drawn into these aisles. Once in them, he is exposed on all sides to the department's merchandise.

Formerly, as First Assistant Buyer Robert J. Opie pointed out, the main traffic artery in this area led right by the display floor to the escalator and elevators. Rather than turn toward a bare wall and apparently dead end aisles, a customer would unconsciously keep to the main traffic artery.

Now, however, this former artery is so overshadowed by the merchandise lined aisles, that the customer hardly notices it.

That was the purpose behind the design and it apparently works out well in practice, Mr. Opie observed.

The new area has been completely redecorated and modernized. All background fixtures for the white appliances are done in turquoise. The ceiling, which was lowered to conceal pipes and lighting fixtures, is painted a cream shade.

Valances and signs over alcoved sections around the edge of the display floor are done in chartreuse.

The four elliptical raised platforms that form the range and washer sections cover the major portion of the floor area. Each is partitioned down the center so that the appliances may be backed against the partitions.

The two platforms devoted to ranges will accommodate 12 each. The washer platforms will hold 32 machines. In addition, each washer platform has a built-in sink for demonstration purposes.

Ironers and dryers are grouped in a section adjacent to the washers. Nearby are insulation and service parts sections.

Domestic refrigerators are situated along an interior wall bordering the range section. Home freezers and commercial refrigerators are along the back wall just behind the domestic units.

Next to them, in the central portion of the back wall and at the focal point of the department, is a model laundry stage where automatic home laundries are displayed.

Next to the model laundry stage is the heating department, featuring hot water heaters, electrical radiators, and other types of heating equipment.

Clerical and buyers' offices fill the corner space along the back wall.

Along the side wall behind the ironer display are located a stage equipped with a model kitchen, the home advisory bureau, and the sewing machine display.

The area in front of the stage can be closed off by folding doors to form a small auditorium that will seat 70 persons for lectures or demonstrations.

The home advisory bureau, located right beside the auditorium stage, is decorated in a natural finish in contrast to the turquoise setting of the remainder of the department.

The bureau is staffed by three advisors ready to assist customers with recipes and other appliance reference materials. Behind the bureau's information desk, a small kitchen has been set up for testing various items of equipment Hudson sells and for experimenting with new recipes and improved methods of meal preparations. This test kitchen can also be reached from the stage.

Beyond the sewing machine alcove and still incompleted is the kitchen planning department. This section, expected to be ready for use shortly, will consist of six new model kitchens, a complete 60-ft. display of modern cabinets and sinks, a display of dishwashers and garbage disposals, a drafting room, a room for salesmen, and an attractive conference room for customers.

Four of the model kitchens are custom kitchens. They are the ranch, apartment, bungalow, and residential types. The other two make use of standard cabinet units which can be duplicated from floor stock and installed in any home.

In the drafting room, space has been provided for six kitchen designers under the supervision of a registered architect.

The salesmen's room will permit salesmen to check on installers, make telephone calls, go over customers' individual plans and needs, and transact other business in an atmosphere of quiet and privacy.

James B. Ogden heads the major appliance department. Besides Mr. Opie, assistant buyers include Charles Coleman, James M. Julian, and Thomas Lounsbery. About 80 salesmen are employed.

DU PONT Dulux ENAMEL

The "DULUX" seal adds emphasis to *quality!*

REG. U. S. PAT. OFF.

Point it out to identify America's leading kitchen appliance finish. It helps sell customers—keeps them sold

THERE'S NO BETTER WAY of pointing up quality merchandise than by drawing attention to its quality *finish!* Here, the famous Du Pont "DULUX" Seal is a valuable sales aid . . . for it's your customers' assurance that they're getting a truly *long-service* finish: in color retention, mar resistance, and outstanding appearance. That's why it's a smart move to point out the "DULUX" Seal . . . and to mention that "DULUX" is rigidly pretested to insure its rugged durability!

If your manufacturer supplies you appliances finished with "DULUX" enamel, but *without* the seal, ask him to include it hereafter. You'll find it puts extra punch in your quality sales story . . . and helps bring your customers back for more!

E. I. du Pont de Nemours & Co. (Inc.), Finishes Division, Wilmington 98, Delaware.

Anniversary Greetings to **BENDIX** Home Appliances, Inc.

★ ★ ★

10 years on a job well done!

DU PONT

REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING ...THROUGH CHEMISTRY

Helpful...

You will find the CHASE catalog helpful in many ways. Saves time—places useful buying information at your finger tips—and carries list prices to protect your profits.

Send for copy on your letterhead.

PHONE PULLMAN 5125

CHASE REFRIGERATION SUPPLY CO
546 West 119th Street Chicago 28, Ill.

never before

has a nationally advertised

160 cu. ft. ALL-ALUMINUM WALK-IN

BEEN OFFERED AT SUCH AN AMAZINGLY LOW PRICE!

$1000* YOUR NET COST

IMMEDIATE DELIVERY!

ONLY **FRIGID-FREEZE** THRU MASS PRODUCTION ECONOMIES CAN GIVE YOU THIS UNUSUAL VALUE!

*$1000 FOR 0° to +50° F.
$1197.50 FOR 0° to —20° F.
F.O.B. Arlington, N. J.

TEMPERATURES AS HIGH AS PLUS 50° F AND AS LOW AS MINUS 20° F

AVAILABLE IN 6 SIZES UP TO 730 CU. FT.

EQUIPPED WITH KRAMER THERMOBANK FOR AUTOMATIC DEFROSTING. NO SCRAPING OF PLATES.

- **Ready to Plug-In, Complete with Self-Contained Refrigeration Compressor**
- **Pre-Fabricated Sections**
- **Easily Assembled**
- **Installed in a Few Hours**

ONLY THE FRIGID-FREEZE WALK-IN OFFERS THESE EXCLUSIVE FEATURES:

Blast Freezing
Automatic Defroster
Fast Installation
Freeztrol Modulator
(Thermostatic Temperature Regulator)
Zero Sentinel
(Alarm System)
Thermo-Indicator
(Exterior Dial Type Thermometer)

Order by Wire, by Mail! WITH THESE FRIGID-FREEZE FEATURES —YOU CAN'T AFFORD TO DELAY!

NEVER BEFORE in refrigeration history has a $1000 bill bought a package like this! Beautiful to look at—rugged in use, the Frigid-Freeze Walk-In is constructed of heavy-gauge all-aluminum inside and out—built to last a lifetime. There's plenty of headroom and plenty of storage space in this 160 cu. ft. giant that can be easily and quickly erected because it's pre-fabricated at the factory in *sections*. No blueprints, no carpenters, electricians or plumbers—no construction delays or hazards—the Frigid-Freeze Walk-In is assembled on the premises *in a few hours* with only a hammer and screwdriver. A patented locking device makes possible this speedy, simple installation and at the same time insures a perfect vapor seal between sections.

FOR UNMATCHED PERFORMANCE!.

Condensing unit fits easily into place for continuous, unfailing, economical operation at temperatures as low as minus 20°F and as high as plus 50°F, and is easily accessible for servicing. It's practically a "power-house on wheels." Completely assembled and tested at the factory, the refrigeration system, using FREON 12 refrigerant, is *self-contained*. Any layman can follow the simple instructions for setting-up. No adjustments, no expensive "hidden" costs, JUST WIRE TO THE NEAREST OUTLET for immediate use!

"EXTRAS"—AT NO *EXTRA* COST!

The Frigid-Freeze Walk-In has many built-in features not ordinarily found in cabinets priced considerably higher! KRAMER-THERMOBANK provides automatic defrosting at specified periods and eliminates the fuss and nuisance of scraping plates. ZERO SENTINEL, an *exclusive* Frigid-Freeze feature operates independently of the electrical circuit. It's a mechanical soldier that guards against food spoilage by buzzing continuously and flashing a red warning signal. THERMO-INDICATOR, in full view on the outside panel, permits accurate reading at all times of inside temperatures. FREEZTROL assures maintenance at all times of the desired degree of coldness. BLAST FREEZING insures fast pull-downs where sharp freezing temperatures of minus 20°F are required. What terrific value for such an amazingly low price!

FOR ICE CREAM—FOR FROZEN FOODS FOR DAIRY PRODUCTS

Whenever and wherever the problem of food storage arises, the Frigid-Freeze Walk-In provides the best solution. It is the complete *answer to such varied problems as the* hardening *and* holding *of ice cream; the* freezing *and* storing *of butter and of every kind of packaged or bulk frozen foods, such as meats, fruits, vegetables, poultry, seafoods, baked goods. For the most dependable preservation of food and for economical operation plus smooth efficiency, the Frigid-Freeze Walk-In is unquestionably the preferred equipment.*

SPECIFICATIONS: All aluminum, heavy gauge, inside and outside. Exterior dimensions—6' x 6' x 7½'; Interior dimensions—5' x 5' x 6½'; Capacity 160 cu. ft. 6" of specially treated approved low-temperature, low-density insulation. Door and mechanism sections can be placed on any side. Motor—220 volts, 60 cycle, A.C. Shipping weight crated—2350 lbs. (Larger Sizes Also Available)

WE SAY—*AND WE MEAN*—IMMEDIATE DELIVERY

In addition to the primary applications mentioned above, this equipment has a great many other uses in many other markets, some of which are listed alongside. Scores of other markets will undoubtedly come to mind as a result of your own experience and contacts in the refrigeration field. Yes, there's a gold-mine of opportunity waiting. But no need of waiting on your part. Order now—and your Walk-Ins will be on the way to you at once.

WHAT A FIELD OF OPPORTUNITY—WHAT A PROFIT!

This is an opportunity you must seize quickly, for quick profits. At the almost unbelievably low cost to you of only $1000, you can make a BIG, FAST, PROFIT on every Walk-In you buy. For only Frigid-Freeze with its wide experience and unmatched mass production methods makes possible this Walk-In offer that is without equal in the industry.

So don't hesitate one minute—get aboard the gravy train. You know a bargain when you see it—don't miss this one. The wires will start burning up with orders so be in there FIRST for FAST delivery—don't take any chances. Order one, or order 10—BUT DO IT NOW!

HERE ARE READY MADE MARKETS for Frigid-Freeze Walk-Ins

Butchers
Supermarkets
Ice Cream Companies
Hotels
Hospitals
Grocers
Fish Wholesalers
Schools
Camps
Farms
Estates
Meat Wholesalers
Restaurants
Institutions
Clubs
Poultry Raisers
Airports
Steamships
Fur Storage

IMMEDIATE DELIVERY

ON ALL SIZES UP TO 730 CU. FT.

Pioneers IN LOW TEMPERATURE REFRIGERATION

REFRIGERATION CORPORATION of AMERICA

Executive Sales Offices: Barber Sta., Perth Amboy, N. J.
Factories: Perth Amboy and Arlington, N. J.

A DIVISION OF NOMA ELECTRIC CORP.

WIRE US RIGHT NOW
(OR USE THIS HANDY COUPON!)

Refrigeration Corporation of America
Barber Station, Perth Amboy, N. J.

☐ Enter my order for ☐ Model 160 Frigid-Freeze Walk-Ins.†
☐ Rush additional information on Frigid-Freeze Walk-Ins.†
☐ Have Frigid-Freeze representative call at once.

(†Specify whether high or low temperature model.)

Your Name.....
Address.....

★ NUMBER ONE ★

Hot Tempers

IT WAS MIDNIGHT in a hot, stifling hotel room. Thirteen men—six representing a mammoth corporation, six labor union officials, and a government conciliator—were still arguing after nearly a dozen hours of debate.

At noon on the next day a crippling strike was scheduled: one which, if it came to pass, would rock the nation.

Leaning out a window, the conciliator became conscious that a cooling breeze had suddenly arisen from the North. Quickly he asked for a half-hour adjournment, and demanded that everybody leave the room. Weighting down all the papers on the conference table, he threw open all the windows.

Nature was on his side. The cool breeze mounted in strength. It swept the bad air and the smoke from the room, and lowered the temperature several degrees.

Half an hour later the conferees returned to a cool, freshened-air room. Almost like a miracle, passions subsided, an agreement was reached, and the big strike was averted.

That taught the conciliator a lesson. Henceforth, he resolved, he was going to see to it that future sessions like this would be held in air conditioned rooms.

Like several other manufacturers of air conditioning equipment, we have little to sell in the way of *tangibles* today, because it may be a long time before we catch up with our backlog of orders.

We do have an important *intangible* to sell, however. That is: We want dealers and contractors to share with us the conviction that air conditioning is a public service.

Air conditioning means far more than mere comfort. Air conditioning means *better health*, both physical and mental.

The man who installs an air conditioning unit in a hotel room, a hospital, a factory, or a home is not just turning a profit. He's contributing to "life, liberty, and the pursuit of happiness."

As a firm which makes nothing but air conditioning, we're proud of the work we do, and proud of our contribution to humanity.

And when the time comes that we can supply dealers with all the air conditioning units they can sell, we hope that they'll share this feeling.

Air conditioning is a PUBLIC SERVICE.

This is one of a series of 26 advertisements dedicated to the progress of the entire air conditioning industry by

NEVINGER MFG. CO., INC.

GREENVILLE, ILLINOIS

Cost Plus System for Air Duct Cleaning Jobs Precludes Customer Price Complaints

Air Filter Laundry Pricing Process Wins Confidence of Prospect Confused by Other Widely Varying Bids

By F. D. Crew, President, Air Filter Laundry of Philadelphia

Over an extended period, we have operated an air filter cleaning, or filter laundry, service. Rather frequent contacts permit us, from time to time, to learn some of our customer's problems—problems of maintenance that definitely concern them.

One of our filter laundry customers, out of a clear sky and apparently giving voice to what was troubling him inside, expressed a rather fervent wish that we also cleaned ducts. He had ducts which needed cleaning, and his face mirrored a gloomy recollection of his previous experiences.

"Certainly," he said, "I would have no trouble getting our ducts cleaned. There are four duct cleaning contractors who have bid before and are ready to bid again. But their bids confuse me. The job requirement is fixed, with the same footage of ducts for all bidders, and the bids should be relatively close.

"That is what bothers me: the bids vary between high and low in the ratio, for example, that forty varies from a hundred. And the puzzling thing is that every bidder guarantees he will do a complete and thorough job. One, therefore, would make considerable profit, using his bid figures, while others would lose money.

"I find myself afraid to award the duct cleaning to the low bidder, lest he end up doing less than a good job, and afraid to award it to a higher bidder, for fear we will be paying too much for what we receive."

"Well," we replied, "isn't there some way this work can be done so that you will get a satisfactory job at a satisfactory price?"

"I hardly know," explained our customer, "but it has occurred to me what causes the wide price variations. In estimating a duct cleaning job, the contractor is faced with imponderables unless he has cleaned the ducts before. There are spots in a duct job hidden from the eye but where work should be done, and it must be these hidden spots, where the cost becomes guesswork, that accounts in large measure for the difference in prices bid.

"Then, too, some duct cleaning contractors apparently calculate a greater number of hours than another for cleaning a given area of ducts, and it does not take too many of these high calculations to boost the cost of the job beyond our willingness to pay."

"That gives us an idea," we interrupted, "and already we see ourselves giving action to the idea. We're going into the duct cleaning business and we invite you to be our first customer. We will clean ducts on a sensible price basis, which is this: we will get together a competent crew, we will see that they work intelligently and without waste of time. We will supervise them sufficiently to insure this result. Then we will bill you, or any of our other customers, a price based on actual cost of the work plus a reasonable profit margin for us."

And that is how we entered the duct cleaning business—not by initiative on our part, but by good fortune. And it has proven, after nearly two years, the one best way, in our opinion, to charge for cleaning ducts. We give the customer a fair deal and we make a reasonable profit, which should be the basis for every transaction.

We have kept our crew busy without interruption and have in prospect at all times as much work as our force can handle. We closely supervise the men, both as to quality and quantity of performance, and our customers have yet to register one complaint.

Quarters of U. S. United Nations Delegates Get Air Conditioning

NEW YORK CITY—Office quarters of the U. S. Delegation to the United Nations at 2 Park Ave. here have been equipped with 26 Carrier room air conditioning units.

The installation includes 22 units of the 51B2 type for offices, and four 51D2 units for the conference room. Installation was made by Thermodyne Corp.

Look to JOHN LEES for
Mouldings of Quality
Gear your products to win over stiff competition. Precision designed and fabricated stainless steel mouldings are the easiest and least expensive means of swaying consumer preference to your products. Look to mouldings by John Lees to provide lasting beauty and BUY appeal. John Lees mouldings may be formed for an unlimited variety of applications. Hundreds of standard shapes available.
We will furnish recommendations and estimates on your rolling, forming and polishing needs without charge. Send for catalog and circular describing our new ELECTROLYTIC polishing process.
JOHN LEES
DIVISION OF
The SERRICK Corporation
MUNCIE, INDIANA, U. S. A.
FRESHENER
FREEZER
VEGE-BIN

"For the Blower...

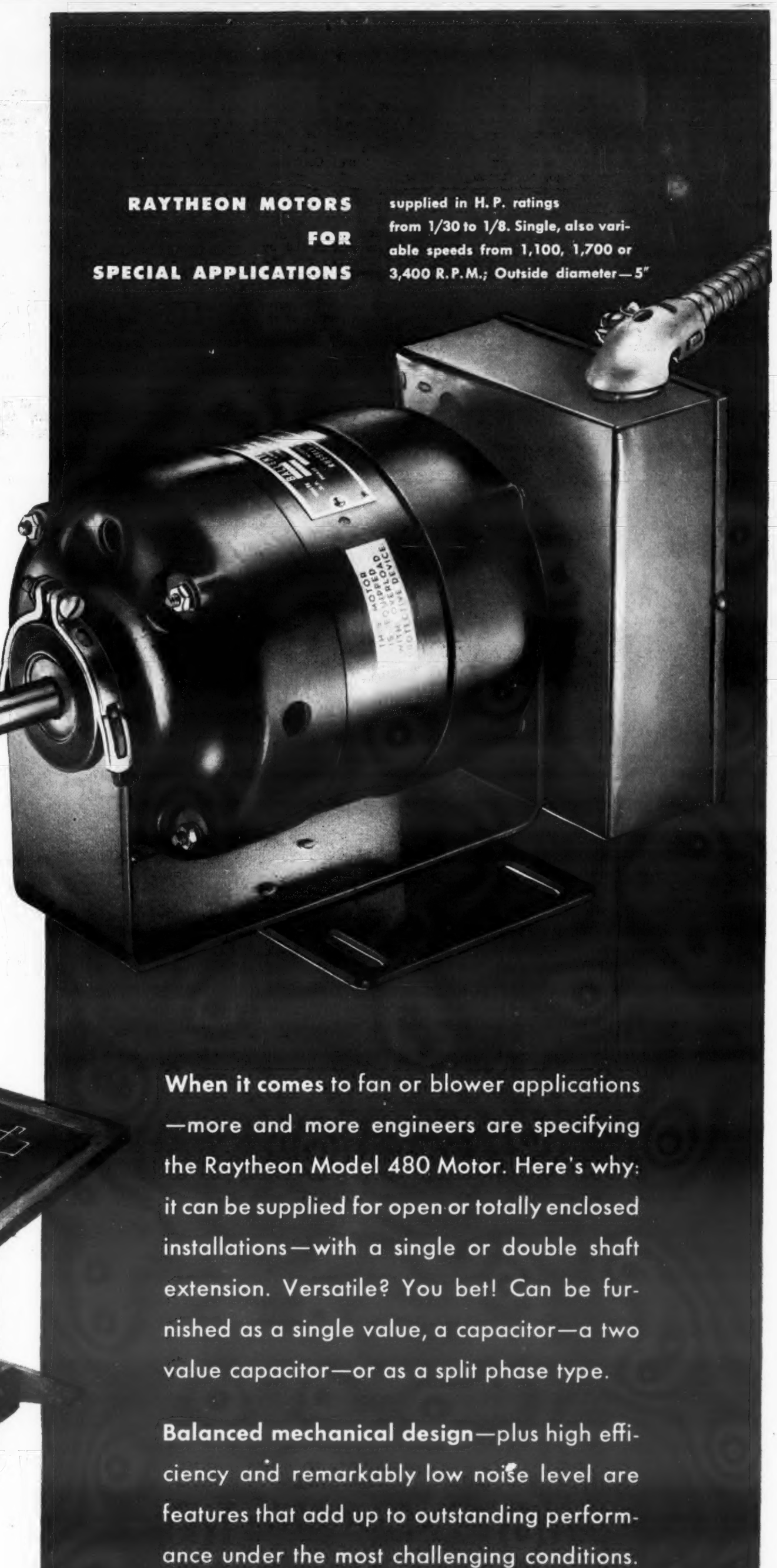
I'M INSISTING ON THE

RAYTHEON 480

MOTOR"

RAYTHEON MOTORS FOR SPECIAL APPLICATIONS

supplied in H. P. ratings from 1/30 to 1/8. Single, also variable speeds from 1,100, 1,700 or 3,400 R.P.M.; Outside diameter—5"



When it comes to fan or blower applications —more and more engineers are specifying the Raytheon Model 480 Motor. Here's why: it can be supplied for open or totally enclosed installations—with a single or double shaft extension. Versatile? You bet! Can be furnished as a single value, a capacitor—a two value capacitor—or as a split phase type.

Balanced mechanical design—plus high efficiency and remarkably low noise level are features that add up to outstanding performance under the most challenging conditions. Tell us about your motor problem. We'll be glad to help you solve it!

RUSSELL ELECTRIC COMPANY

340 West Huron Street • Chicago, Illinois

Dealer Uses Talkative Customer To Sell Other Prospects

SOUTH BEND, Ind. — In upper Ontario, where automatic washing machines are as new as they were in the United States 10 years ago, a dealer initiated a successful "use the user" campaign by choosing his "user" very carefully, according to a story related to officials of Bendix Home Appliances, Inc.

Selecting his town's most influential—and talkative—woman, he "sold" her a Bendix automatic washer on three months' free trial. Ten days later she returned and insisted on paying for the machine "right now." But the dealer stuck to the bargain.

Before his experiment, he had sold only two machines in eight months. During the first two months of the free trial, his sales were one a week. And there was that sale at the end of the trial period.

Alabama Store Gives Each Salesman An Individual Inventory of Appliances To Aid Customer Handling

TUSCALOOSA, Ala. — An expert and contented sales force, said to be showing better sales returns than any other group of appliance salesmen in the area, has been built up by the City Furniture Co. here through development of a system whereby each salesman is given an individual inventory of appliances to sell to his own customers.

The number of each appliance given to a salesman is determined by his monthly sales average and the length of time he has been associated with the firm.

Each salesman is given the privilege of deciding which customer receives the appliances on hand—the management taking no part in the decision whatsoever. Although appliances are usually distributed according to each customer's place on the waiting list, salesmen are permitted to give perference.

Salesmen are allowed to "work with each other" in making sales. When one salesman has an appliance left for which he has no purchaser, he contacts another salesman to determine whether he has a customer. W. F. Cobb, manager of the store, believes thoroughly in this method, for a salesman receives a bonus if he has worked hard promoting sales.

The plan works well in three ways.

First, the customers, realizing that due to shorter lists and less competition with as many people, they can determine just how long it will be before they receive the appliance they want, appreciate the idea and like the individual attention they receive from salesmen with less people to handle.

Second, the management does not have to be troubled with lists of prospective buyers.

Lastly, the salesmen, given full responsibility for handling both the lists and the customer's complaints, can use their own initiative.

Coolers Make Window Demonstration Possible

The above photo shows two General Mills operators demonstrating ironers in the display window of Donaldson's, a Minneapolis department store. But were it not for the ingenuity of engineers at McQuay, Inc. such a scene might never have taken place. It all began on a hot day last month. Donaldson's was anxious to have demonstrators show off ironers from a street-side display window. But not only was normal temperature in the window unbearable, but the operation of the ironers would make it worse. So the store called in McQuay, manufacturer of air conditioning and refrigeration equipment. McQuay sized up the problem, and obtained two CR-2 Comfort Coolers, two Copeland 2-hp. air-cooled compressors from the nearby Vincent Refrigeration Supply Co. These were installed in the basement beneath the window where ducts could connect them with the display area. Result: window temperature was reduced to 75° F. and kept there.

Frigidaire Sales Corp. Names Drake To Head Sales of N.Y. Branch

NEW YORK CITY—J. C. Collins, manager of the New York branch of the Frigidaire Sales Corp., has announced the appointment of F. Marion Drake as general sales manager.

F. Marion Drake

Mr. Drake goes to the new post in the New York branch from Milwaukee where he has been manager of the district operation there under the Chicago branch.

Joining Frigidaire in 1924, Mr. Drake was first associated with the accounting department where he served in various capacities until 1931 when he transferred to the sales department as office manager in the central region.

In 1933 he was made credit manager in the Dayton district and served as district representative there, and as sales promotion manager in the Nashville district. He joined the Chicago branch in 1944.

Vogel To Represent G-E Ranges, Water Heaters In Southeast

ATLANTA, Ga.—Len J. Vogel has been appointed southeastern district representative for General Electric ranges and water heaters, it has been announced by J. M. Walker, district manager of appliance sales.

A graduate of the University of Maryland, Mr. Vogel joined General Electric at Philadelphia in 1932.

Campbell Gets Post with Westinghouse Distributor

NEW YORK CITY—Appointment of Thomas Campbell to the post of contract division sales manager has been announced by Arthur F. Callahan, the vice president and general sales manager of Times Appliance Co., Inc., Westinghouse distributor for Metropolitan New York.

Thomas Campbell

Mr. Campbell was formerly associated with the Frigidaire Division of the General Motors Corp., both in the Chicago and New York City area.

Peerless Performance AT YOUR FINGERTIPS!

The New Post-war INLAND SHUCKER ICE CUBE TRAY

(Available with or without Pan Lifter)

The new-as-tomorrow Inland Shucker Ice Cube Tray has *everything* . . . new streamlined beauty . . . sturdy construction throughout . . . simplicity and speed of ice cube delivery in any quantity . . . fast-action freezing of full-size ice cubes. And all these qualities add up to the very last word in modern ice cube tray performance.

No wonder refrigerator makers, jobbers, dealers, and users everywhere choose the new Inland Shucker Tray. Get complete information about this remarkable new Inland ice tray today!

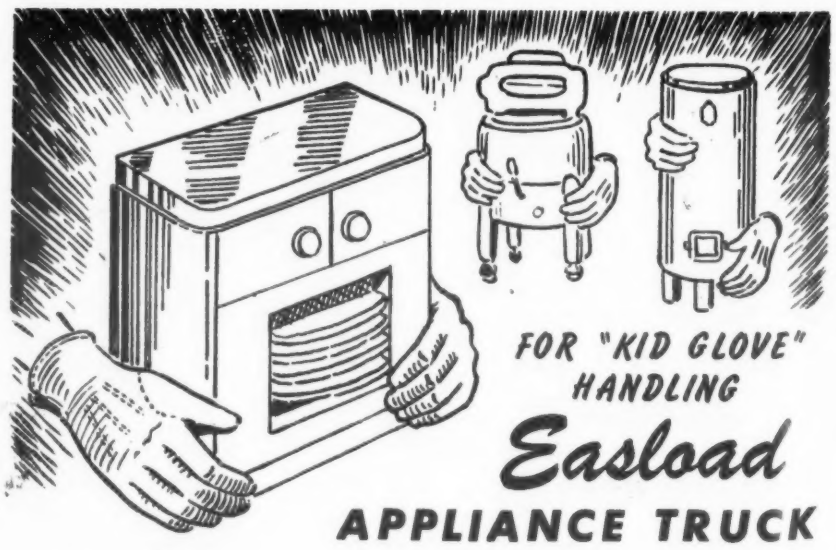
For full particulars and prices write to—

INLAND MANUFACTURING DIVISION, *General Motors Corp., Dayton, Ohio*

FAST FREEZING QUICK RELEASING

ICE TRAYS BY INLAND MANUFACTURING

INLAND



FOR "KID GLOVE" HANDLING

Easload APPLIANCE TRUCK

THOSE appliances really get "kid glove" treatment from the time you ease them onto the Easload Appliance Truck until they're unloaded. All Easload frame work that comes in contact with the appliance is rubber covered. The toe plate is covered with heavy canvas webbing. Even the axle nuts are rubber covered, protecting other appliances as you squeegee the truck into close quarters.

Easloads not only get your appliances there with less work and manpower, but in perfect condition as well.

Write Today for Free Folder or Order Direct . . . $48.50 f.o.b. Los Angeles

COLSON EQUIPMENT & SUPPLY CO.

1317 WILLOW STREET LOS ANGELES 13, CALIFORNIA

Here's your market

Store coolers are a hot sales possibility

PLAN NOW to get your share of the booming market in store coolers. The increasing use of air conditioning has proved that retail stores, both large and small, need comfort cooling as a business stimulant in hot weather. But experience over the past twenty years shows some methods that are practical for large establishments are impractical for small ones.

Small businessmen—particularly those who lease space on a short-term basis—find that a good self-contained store cooler is the best answer to their problem. First cost and operating cost compare favorably with central station systems in small sizes. Simplicity of installation makes it possible to move a large proportion of the initial investment in case business location is transferred or alterations are necessary.

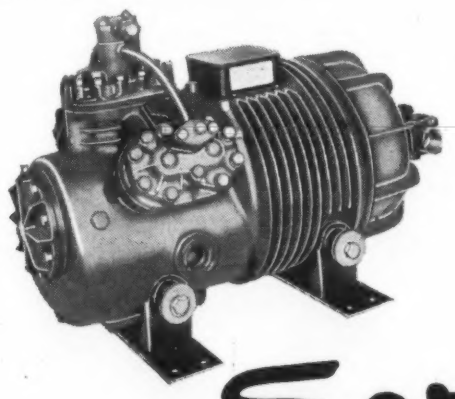
The buyer also benefits from mass production engineering in the elements and make-up of his job. This minimizes operating and maintenance costs.

You profit, too, when you sell self-contained store coolers. There's no need to invest in the engineering and erection force necessary for central station air conditioning. You can build a substantial business with moderate risk on a store cooler program.

Servel Supermetic is a boon to the store cooler field. It provides high capacity in a minimum of space, coupled with quiet, trouble-free operation. Capacities through five tons are available in a single unit, while multiples of these smaller-size power units permit flexibility of control in the larger sizes.

Servel's companion line of belt-driven compressors offers the same high quality for odd frequency and D. C. applications impractical with Supermetic.

Fall is traditionally remodeling time. Cash in on this hot sales possibility by lining up with one of Servel's allied manufacturers who are prepared to furnish store coolers with or without heating.



Servel 6-cylinder Supermetic power units available in 3 and 5 HP sizes. 2- and 4-cylinder power units also available in capacities from ½ ton to 2 tons.

Servel Inc.

ELECTRIC REFRIGERATION DIVISION, EVANSVILLE 20, INDIANA

"Highboy" store cooler by courtesy of Nevinger Manufacturing Company, Greenville, Illinois, prominent in the manufacture of air conditioning equipment for over a decade. The Electric Refrigeration Division of Servel, Inc., manufactures only condensing units. These are available through prominent distributors and fixture manufacturers in all sections of the country.

This is Number Eleven in a series of advertisements featuring the markets available to the alert dealer in the commercial refrigeration industry. Ask for reprints for use in training your salesmen to take full advantage of all commercial refrigeration markets.

What the Dealer Selling Freezers Should Know About Using Them

Third In a Series by One Who 'Pioneered' Freezers

By T. J. McIntire

Now let's talk about packaging of foods; what to use, and the reason for doing it. First, let me say that were I selling freezers, there are four things that I would impress my prospective buyer with:

1. Never to melt and refreeze. I grant you there are a number of things that can be melted and refrozen with safety. However, there are also a great many that are dangerous if refrozen. Therefore, to keep yourselves on the safe side, I would simply take the attitude, at least until we know more about it, that you must not melt and refreeze.

2. Tell your buyer or user to always package in meal-size and no larger. This does away with any necessity of refreezing, but more than that it is almost impossible to cut any frozen foods up. Remember that most of this work is done in the kitchen on the tile drain board of the sink and, if you don't believe it, just freeze a whole ham, then try to slice it. I don't believe there is a man who, with the material that is generally on hand in the kitchen, can slice this whole ham in four hours.

No, slice it first and then freeze it packaged in meal size. The same with ground meats. Make it into patties first, placing waxed paper or cellophane between the patties. Make the package as near air-tight as possible, then freeze. And so on with all foods.

3. Be sure to impress people with the fact that you can only get as good food out of a freezer box as you put into it. Freezer boxes are not intended for improving food, generally speaking. If you want tender meat, you must freeze tender meat. If you want tender vegetables and properly ripened fruits, you must freeze that kind of vegetables and fruits.

4. Possibly as important as anything, be sure to impress them with the fact that they can only get as good foods out of a freezer as they put into it IF IT IS PROPERLY PACKAGED.

Dealer's Stake In Packaging

It is my belief that the dealer or salesman who sells a freezer box and does not spend a little time showing the customer HOW TO WRAP, WHAT MATERIALS TO USE TO WRAP WITH, and have a supply of these materials on hand is just cheating that customer. They are not giving him his money's worth.

I know of a definite instance down in the community where I live. One of my neighbors had been very anxious for many years to get a freezer box. Shortly after V-J Day, he was able to buy one of 30-cu. ft. capacity, and a very good one as far as I know. It cost him, together with the electrical work, about a thousand dollars. The dealer's installation crew installed it for him and started it.

I saw this neighbor about a month later and asked him how his freezer box was working. He gave me a very short reply to the effect: "Oh, all right, I guess." I could see that something was wrong so I asked him if he was not satisfied with it. He replied:

"Well, to tell you the truth, we are not. Every thing we put into it dries up and tastes like chips. Furthermore, we can't get the stuff apart after it is frozen."

I immediately sensed what was wrong and asked him, "How are you packaging and wrapping your foods." And he said, "What do you mean—wrapping it?"

I began to explain. He said, "Well, that's the first time I ever heard of that."

That evening, I took some of our materials, went over to his house, and in about a 20-minute session I explained to his wife, himself, and daughter how to package various foods.

How a Sale Was Lost

I have seen him many times since and they are delighted with their freezer. Yet, in the meantime, another neighbor who had intended buying a freezer went to an entirely different dealer to buy, thinking the one our first neighbor had bought was no good.

Now I maintain that the dealer who sold this job I just mentioned and who received a thousand dollars in money from the man—although he delivered the cabinet, the compressor, did the electric work, etc.,—had not given the man his dollar's worth of value. For the man couldn't use it satisfactorily just because Mr. Dealer didn't take another 15 minutes and explain packaging to him and have on hand ready to sell him the proper packaging materials.

I know of another case in our neighborhood of like nature where a man secured an ice cream cabinet from a dealer which he purchased for the purpose of freezing meat. He filled it with meat wrapped in ordinary butcher's paper. He called me up one evening all worried and, to use his own language, said:

"How in the hell do you get this stuff out of the freezer box?"

I asked him, "What is the matter?"

And he said, "Well, it is frozen in one solid chunk."

In this case, we had to let it set for several days to melt out and so lost a great percentage of the meat.

One thing more and then we will talk wrapping. We thaw practically nothing any more, cooking most all foods directly from the freezer, and find it very much better. Your users soon accustom themselves to cooking this way.

Don't Teach Cooking!

And don't make the error of telling housewives that you are going to teach them how to cook. They probably think they know more about it than you or I do—and they are probably correct.

The proper wrapping of foods for freezing is not in any wise a complicated job or problem. It mostly involves a need of securing the proper materials and information which any dealer should have; and he should be in a position to properly instruct his prospects.

The Yorkville Paper Co., which I represent, has set up a department for the production of frozen food packaging and development of a full line of such materials, which they made up into a kit.

In this kit, there is first *full instructions as to how to wrap*, printed on a semi-water proof paper which will not get gummed up and can be set up on the back of the drainboard. If followed by the freezer users, they will enable them to do a very creditable job of wrapping.

Then there is also 50 of what we term *four-serving frozen food packages*. A frozen food package with us consists of *one bag* and *one carton*.

The carton is made so that any housewife can do it almost instantly. It is so shaped that it takes up the minimum of space in your freezer and stacks readily. In new freezing they can be placed tightly against the outside of your cabinet—the coldest part of most freezers.

The bag is not fastened into the carton. Our reason for this is that

(Concluded on next page)

Editor's Note: This is the third in a series of articles by Mr. McIntire, of Escondido, Calif., who says he has had a home freezer in use in his own home "as long as anyone else," and who has been promoting the use of freezers for 10 years.

Approaching the subject of the home freezer not as an engineer or as laboratory technician, but as one who has had years of practical experience with them, Mr. McIntire has much valuable counsel to offer those who know that the best first step in selling the home freezer is to find out all there is to know on the subject.

HARVESTER SCORES AGAIN!

New 4.2-Cubic-Foot IH FREEZER

Wins Immediate Favor

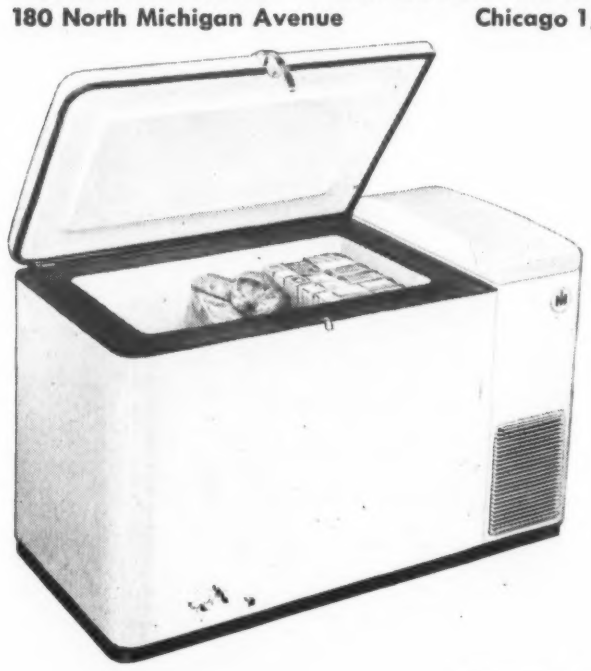
IN the spotlight! Announced only four months ago, the new small-family-size International Harvester Freezer already has won its spurs as a full-fledged companion of the successful 11.1-cubic-foot model.

The same high quality. The same outstanding features. The same big value! . . . All this, along with small-family appeal, has opened up a broad new market for International Harvester Refrigeration dealers.

A floating lid, finger-tip controlled. Welded, lifetime construction. Five-year warranted, hermetically-sealed "Tight-Wad" unit. Spun glass wool insulation. "Frost-Lok" and "Vac-U-Seal." The finest of materials and skillful engineering in every detail supply a product that offers everything any homemaker can ask in a compact home freezer!

Forerunners of the big complete line of International Harvester freezers and refrigerators, these two models set a new high standard for the industry.

INTERNATIONAL HARVESTER COMPANY
180 North Michigan Avenue Chicago 1, Illinois



INTERNATIONAL HARVESTER

Shown above is the compact 4.2-cubic-foot freezer that fits snugly into small kitchens or kitchenettes. At right, is the 11.1-cubic-foot model for larger families or wherever extra freezer space is desired.

© International Harvester Co

INTERNATIONAL HARVESTER
Refrigeration
THE INTERNATIONAL HARVESTER SYSTEM OF FOOD PRESERVATION

One Part of the Job In Selling Home Freezers

—Photo Courtesy International Harvester

Instruction in proper wrapping and packaging of foods to be frozen in a home freezer is vital to the dealer who wants satisfied customers who will promote more sales, T. J. McIntire declares in the article on this and the preceding page. Here a demonstrator for a dealer in International Harvester's line of home and farm freezers explains wrapping and packaging techniques to a group of housewives.

* * *

What the Dealer Should Know and Do About Packaging

(Continued from preceding page)

the carton costs more money than the bag. Therefore, when you have used the food out of the bag, the carton can be laid down flat again, put away and used again many, many times. It is thoroughly waxed so that it does not absorb moisture.

What Holds Four Servings?

The four-serving package in the kit is a *pint* and *one-third* and *not* a pint, as we have found that a pint doesn't make four good servings.

There are also 50 of what we term a six-serving frozen food package, which is the same as the one I just demonstrated except that it holds a full quart, or six servings.

Then we have a 100 running feet of 24-in. M.S.A.T. cellophane. The letters M.S.A.T. more or less mean this has an anchored coating which makes it highly moisture resistant and is, therefore, ideal for packaging of food for freezing. It is also *heat sealable.*

There is also 100 ft. of 24-in. wide parchment paper which is a Patapar paper and waxed. This paper is very dense, therefore very fine for packaging frozen foods.

A few years ago there was quite a fad of cooking vegetables which were put into a sheet of Patapar paper. The sheet was drawn up around them to form a bag very tight and dropped into boiling water.

This parchment paper in this kit is this identical Patapar paper except that it is waxed. It is also *heat sealable.*

The bags hold liquid and are used entirely for freezing juices and liquids. There are also two folding funnels to assist in filling the bags and 100 ft. of what we call Zero Net, which is a tube of netting to be pulled over large bags after they are wrapped to prevent them from becoming broken in the freezer.

In this kit is everything a householder will need to package any foods that they might care to, whether berries, vegetables, meats, pastries, fowl, or whatever it may be. The firm also supplies another kit of about one-half the size of this one.

While all the materials you see in this kit are made and *sold separately from the kit,* our thought is that a dealer selling freezer boxes should endeavor to sell one complete kit—preferably the large one—to the customer at the time they buy. They will in that way get *instructions* and *proper materials* with which to wrap. If the dealers follow this practice, they are very well assured that the customer will be satisfied with their home freezer and will tell other people of this satisfaction.

Dealers Looked to for Supplies

The users of home freezers, from my experience, are going to look to the dealers in home freezers to *keep a supply of packaging material* that they may purchase it for their needs from time to time.

After you have sold a home freezer, *spend a little more time* with your customer explaining the need of *proper packaging* and *how to package.* Each dealer should keep on hand a supply of kits as well as a reasonable supply of separate material that they may give *proper service* to their customers. And, of course, make a profit on these materials themselves.

In this business, we have agreed many years ago that an appliance is only as valuable to the user as the services the dealer who sold it to him is able to render.

The dealer who sells home freezers and does not have on hand at all times *packaging supplies* is in the same category as the dealer who sells household cabinets and commercial refrigerators but carries no parts and has no service department. You should carry in stock both the *large* and *small kits* and separate materials for your customer will probably only buy one complete kit and thereafter buy replacements.

Use of a Heat Sealer

Another very necessary item, now that one can be had at a very reasonable price, is a *heat sealer.* Up until recently, adequate heat sealers were very high priced and almost out of the reach of the average family. However, Yorkville has developed a little sealer which is thermostatically controlled, maintaining constant heat of 275° F. which is proper for sealing heat-sealable papers and cellophanes. You do not have to plug it in or unplug it. It retails for $3.25.

From one little demonstration, or basic lesson in sealing, almost any sealing problem can be worked out. Take a book to represent a piece of meat to be wrapped. Tear off a piece of paper or cellophane large enough so that when the meat is laid on it, it will go clear around it once with about 2 to 3 in. both top and bottom sticking over.

First run your sealer across one end and then up one side. Now your piece of meat is in a sack with one end open. Then, with your hand and your sealer, exclude all the air possible and seal the remaining end of the package in this fashion.

Now your package is thoroughly sealed against evaporation, yet you have used very little materials.

I'll give you another little tip here We save all of the ordinary paper sacks that come into our home and, after packaging our foods in many instances, we simply drop them into one of these sacks as protection against breakage.

Here is another tip which has saved me a lot of work.

It was always my lot to shell the peas for freezing and, if you have never done it, let me warn you it was a tiresome job until I discovered that you could use an ordinary clothes wringer for this purpose, saving 90% of the labor and time. Loosen up the rollers a little bit and feed the peas into it stem first. The shelled peas will drop out on one side of the wringer, the hulls on the other.

(To Be Continued)

Canines Yip Approval When Shop Installs Dog Food Freezer

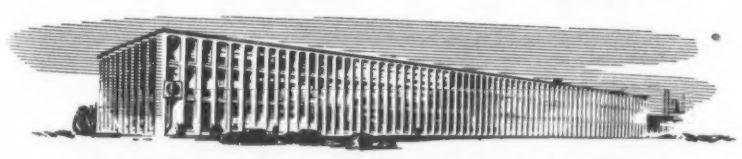
DENVER — The "Pedigree Shop," outstanding pet specialty shop on 15th and California Sts. here, has experienced an increase of more than 300% on dog food sales after installation of a sharp freezer for the purpose.

Formerly, the Pedigree Shop could keep only small amounts of refrigerated dog food on hand in an ordinary domestic refrigerator, due to the danger of spoilage, and heavy sales traffic. When customers began complaining that it was difficult for them to buy meat-containing dog food in the downtown district, the management obtained a new 12-hole ice cream cabinet, which will accommodate up to 600 pounds of fresh frozen meat.

Now, five nationally-advertised lines of fresh meat dog foods are carried in stock, and are sharp-frozen to remain in perfect condition.

Announcing:

The New Ace Plant at New Bedford



To Serve You Better With Better Ace Products

WE are pleased to announce the new Ace Plant at New Bedford, Mass., providing 100,000 square feet of manufacturing space, which is now in operation. These expanded facilities, together with recent engineering developments enable us to serve you better than ever before.

Among the features of the new plant, is straight line production which will increase output to record levels, thus climaxing 25 years of experience and sound development in the manufacture of refrigerating equipment.

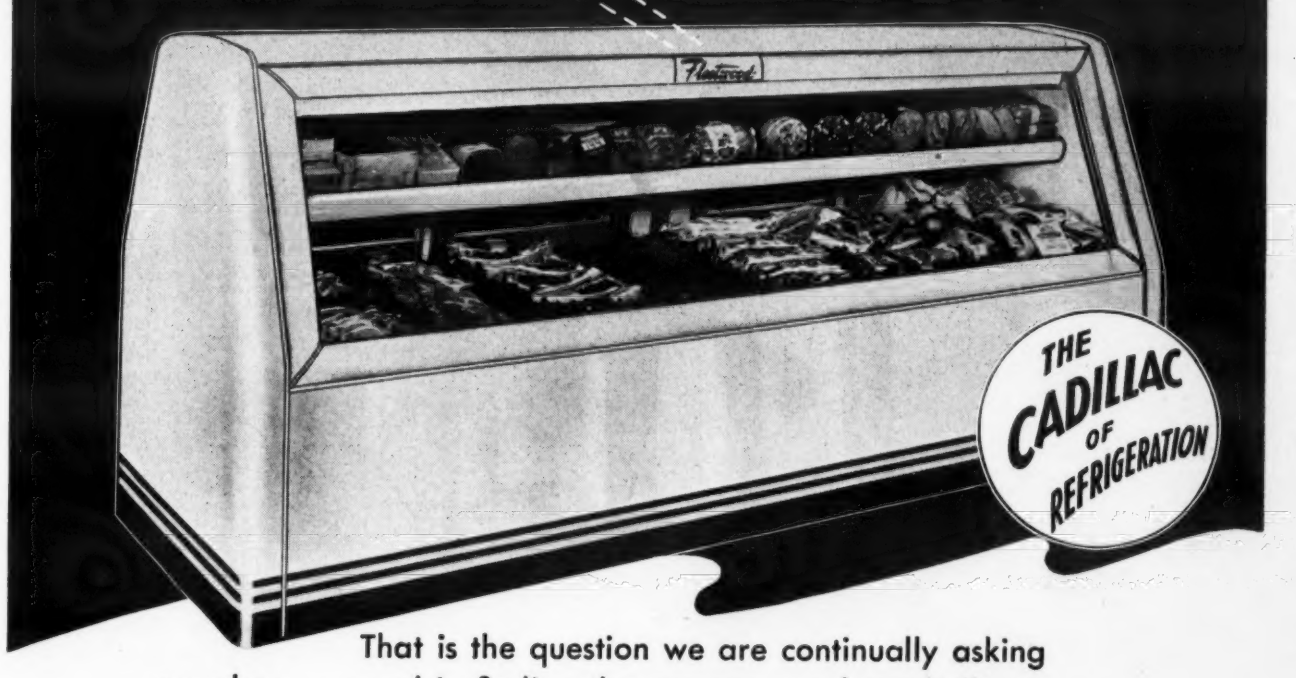
Plant: Ace Cabinet Corp. 278 Bellevue Avenue New Bedford, Mass.

Show Room: 1338 Inwood Avenue New York 52, New York

ACE PRODUCTS . . .

Ice Cream Dispensing Cabinets
Upright Ice Storage Cabinets
Home and Farm Freezers
Frozen Food Display Cabinets
Soda Fountains and Bobtails

What is the BUYER LOOKING FOR?



That is the question we are continually asking ourselves . . . and in finding the answers, we have built the improvements into FLEETWOOD DISPLAY CASES which make them the outstanding silent food salesmen on the equipment market today.

Ask today about the **NEW** and **BETTER** Features of the

Fleetwood

All Porcelain . . .
Double Duty Display Cases
Top Display Cases
Fish and Poultry Cases
Dairy Wall Cases

Some Choice Dealer Territories Still Available

Fleetwood-Airflow INC.

WILKES-BARRE • PENNA

CUSTOM-BUILT EQUIPMENT THAT SETS THE NATION'S STANDARDS

ICE CREAM CABINETS

IMMEDIATE DELIVERY!

2-4-6-8-12 hole
Complete with or without units

- ALL STEEL CONSTRUCTION
- STAINLESS STEEL TOP with ROUNDED EDGES
- HARD RUBBER FLIP-FLOP COVERS
- WHITE ENAMEL FINISH

DISTRIBUTORSHIPS AVAILABLE • EXPORT INQUIRIES INVITED
ICE CREAM MANUFACTURERS SUPPLIED

Manufactured by
Frostedaire CORP.
Division of WEST SIDE IRON WORKS
801 GREENWICH ST., NEW YORK 14, N.Y. • CHelsea 3-4900

INSIDE DOPE

by GEORGE F. TAUBENECK

(Concluded from Page 1, Column 1)

curtain of rain extending from the cloud base to the ground."

H. S. Kenny, forecaster at the Chicago airport weather station, confirmed the shower at the site of the *Tribune* experiment. "It rained hard there," he said. "We had no other reports of any showers in near-by towns, and our radar scanning of this area half an hour before the ice was dropped into the cloud showed no showers. If rain fell from the cloud after the seeding of the ice, it is likely the rain was artificially precipitated."

Ruth explained that heavy cumulus clouds usually are loaded with moisture, and that after they have developed into towering spires of vapor late in any afternoon, they are almost ready to turn into showers or mild thunderstorms through natural condensation of moisture.

Dry ice, in powdered form, evaporates rapidly when dropped into such clouds, and tends to cause a marked drop in temperature. This effect may be sufficient to "trigger" natural processes of excessive condensation so that vapor becomes rain and falls earthward, Ruth declared.

Perhaps the unhinging of raincloud will become a profitable new market for specialists in our industry. Nearly any farmer would be willing to pay through the nose for controlled rainfall . . .

The Story of a Free American Enterprise

There's a lot of talk going around today about free enterprise, and the wondrous American Way of Life. Unfortunately, most of it is just talk. The "man on the street" discounts it, or even scoffs at it, because this sort of talk usually consists of platitudes repeated over and over again.

Mr. Average American Citizen can't eat platitudes, nor can he wear them. Furthermore, he has been misguided into believing that all this stuff about free enterprise and the "American Way" is just a lot of guff put out by rich people to hold poor people down.

"If free enterprise is so wonderful," he snorts, cynically, "what's in it for me?"

That's at least a 64 billion-dollar question for the United States of America. And it can't be answered by the pious, sanctimonious recitation of platitudes. It must be answered by *facts*. The "man in the street" must realize that the free enterprise system means *an opportunity to get ahead.*

In this connection, a series of advertisements which began appearing in AIR CONDITIONING & REFRIGERATION NEWS a few weeks ago strikes us as being worthy of especial attention. These advertisements are sponsored by Tecumseh Products.

Without fanfare or boasting, they are telling a wonderful *American* story—a recitation of how the true American can still "get ahead."

In the small Michigan town of Tecumseh (population 3,500) a few young men who hadn't heard that the United States had reached economic maturity, or that opportunities to get ahead no longer existed, started a little business at the beginning of the late, unlamented depression, which began in 1930. They believed that individual effort would be rewarded, and that if they worked harder and longer to turn out a superior product at a lower price, they could build a *big* business.

And they did. Despite the depression, the New Deal, and the prevailing negative philosophy of the times, they demonstrated that America is still the land of opportunity for the so-called "little fellow."

What they did, and how they did it, they are recounting in this Story of a Free American Competitive Business. These advertisements make fascinating reading. And, as the story of these young men and their progress unfolds, it should be inspiring and uplifting to all good Americans—and particularly to the younger generation.

As you follow the progress of the Tecumseh Tryers who built a mighty business from scratch in an obscure Michigan hamlet (in this series of 52 advertisements which will appear exclusively in the NEWS) you'll see *proof* that the free enterprise system does work, and that the American Way of Life is far superior to Communism, Fascism, and all other isms.

The presentation and dramatization of this story ought to be a definite contribution to the thinking and the outlook of all sorts of disturbed, confused, and bewildered people everywhere in this time of crisis.

We take pride in publishing it.

Times Are Always Tough

A good friend in Chicago recently dunned a delinquent account. In return, he received the following letter:

Gentlemen:

I wish to inform you that the present shattered condition of my bank account makes it imposible for me to send you my check in response to your request.

My present financial condition is due to effect of the federal laws, state laws, county laws, incorporation laws, by-laws, brother-in-laws, and outlaws, that have been foisted upon an unsuspecting public. Thru these various laws, I have been held down, held up, sat on, walked on, flattened, squeezed and broke until I do not know what I am, where I am, or why I am.

These laws compel me to pay a merchants tax, capital tax, excess tax, incorporation tax, real estate tax, property tax, auto tax, gas tax, light tax, water tax, cigar tax, school tax, syntax, liquor tax, and carpet tax, and when I am dead they look for inheritance tax.

In addition to these laws, I am requested and required to contribute to every society and organization that the inventive mind of man can invent and organize. To the Society of St. John the Baptist, The Woman's Relief, Navy League, The Children's Home, The Policemans' Benefit, The Dorcas Society, The Y. M. C. A., The Gold Digger's Home—also to every hospital and charitable institution in town: The Red Cross, The Black Cross, The White Cross, The Purple Cross, The Flaming Cross, and the Double Cross.

The Government has so governed my business that I do not know who owns it. I am suspected, expected, inspected, and disrespected; examined, re-examined, informed, required, commanded and compelled until all I know is that I am supposed to provide an inexhaustible supply of money for every known and unknown deed, desire, or hope of the human race and because I refuse to donate to all and then go out to beg, borrow or steal money to give away, I am ousted, cussed, discussed, boycotted, talked to, talked about, lied about, held up, held down and robbed until I am just about ruined. The only reason I am clinging to life at all, is to see what the Hell is coming next.

MEN ARE THE MEASURE OF A COMPANY'S SUCCESS

Jens K. Touborg, Chief Engineer, is the man most responsible for the high standard of excellence common to Tecumseh compressors and condensing units. He's a tireless worker . . . persevering, patient, practical. He has a habit of sticking with each given assignment until he's figured out a way to "make it better, make it faster, or make it at less cost."

A native of Denmark, Touborg is acutely aware of his obligations and opportunities as a naturalized American citizen. Devoting himself to refrigeration engineering, he won early recognition for his pioneering work in the development of hermetic units. Tecumseh units, now the most widely used hermetics in the world, are largely a tribute to his engineering skill and ability . . . to his constant quest for further improvement.

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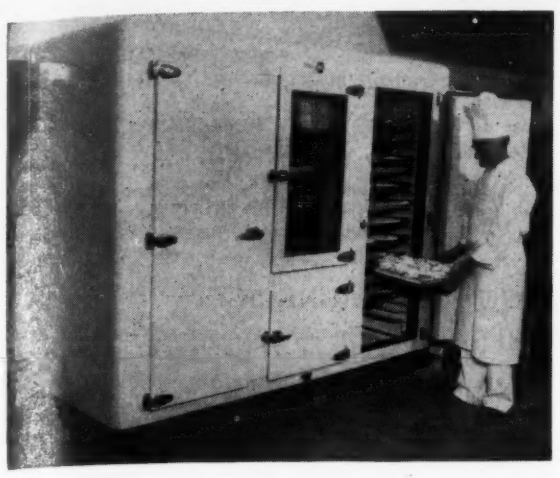

Fritz Nickel, a Denver baker, is shown in his shop drawing a tray of pastries from the new Tyler dough retarder.

* * *

Tyler Dough Retarder Enables Denver Baker To Cut Down Night Work, Simplify 'Pastry Production Line'

LONG BEACH, Calif.—A newly-purchased dough retarder is helping Fritz Nickel cut down the night work at his pastry shop here and simplify his entire production schedule.

When, after 25 years in the baking field, Mr. Nickel decided to open a bakery store of his own, one of his first moves was to purchase a Tyler dough retarder from the nearby Perfecold Refrigeration Co. Installation of the refrigerator was supervised by J. B. Brown, Perfecold sales engineer.

Formerly the head baker at the Hilton hotel here, Mr. Nickel believes that one of the most important aids to good baking is good refrigeration. He's found that his new retarder provides ample storage for dough, pastries, pies, and cakes. In addition, he's free from worry about spoilage.

As a means of attracting trade into his shop, Mr. Nickel had an artist paint comic bakers along the walls of the sales department. The cartoons depict various steps in the baking process.

Besides running his new pastry shop, located at 2016 Pacific Ave., Mr. Nickel serves as a bakery instructor for the Long Beach Board of Education. During World War II he trained bakers for the U. S. Maritime Service.

6 Self-Serve Cases with Pre-packaged Meat Net 62% Sales Volume Increase for Butcher

DENVER—Just how tremendous a difference the change from ordinary service type meat selling to refrigerated open self-service merchandising can make is illustrated by the experience of the Esquire Market at 1050 South Gaylord Ave. here—which saw fresh meat sales soar from $8,000 per month to $13,000 per month after six self-serve cases were installed last April.

Partners Harold McCurdy and Joe MacDonald, who operate the two Esquire Markets in separate sides of the city, went into refrigerated pre-packaged meat a bit charily—inasmuch as neither had any previous experience, and there was little space to work with. However, in April, the South Gaylord store got a chance to buy an adjoining creamery and spent $6,000 knocking out the partition, remodeling the interior, and another $6,000 for refrigerated display cases.

The change from service to self-service was made in one day, and the same four butchers who formerly handled the service-type operation now do all the packaging and cutting for self-service. A modern packaging room, air conditioned and on full view to store visitors, has been equipped with slicers, tenderizers, scales, grinders, etc., for vastly increased packaging production. Sales jumped more than $1,000 a week for the first four weeks, and then settled down to a steady $13,000, according to partner MacDonald.

The packaging is carried out in the morning, using a special brand of cellophane developed after many errors and hit-or-miss experimentation by MacDonald and McCurdy.

"We are still learning," MacDonald grinned. "At first, we packaged too much of the wrong kind of meat, and had trouble with discoloration and re-packaging expense. Now, however, we know just about what customers will buy, and are forced to re-package less than 1% of the total sales volume.

"Pre-packaging and flat pricing each type of meat by the package instead of the pound, has made it possible for us to sell a lot of expensive cuts of meats which were slow-movers on a service basis. A prime example is sirloin steak at 90 cents a pound, and Canadian bacon at $1.18 a pound. Customers will cheerfully pay a flat price for a complete steak or several slices of Canadian bacon, whereas they would indignantly refuse the high per-pound price."

Incidentally, the Esquire Market does not add one cent to its pre-packaged meats to cover packaging expense—a practice which has said to have made self-service meats a "headache" for many other stores. Instead, added profits are taking care of this.

Along with the meat cases, which are divided into separate cases for steaks, ground meats, roasts and poultry, lunch meats and smoked meats, two frozen foods cases have been installed showing 300% greater sales than in the past and a huge 3-tier dairy products refrigerator, which is selling 250% more.

1,799 Ask Freezing Information

ATLANTA — Georgia Power Co. has reported that in a recent month 1,799 customers personally requested information on freezing and other forms of food preservation. In addition its offices received many telephone inquiries on the subject.

Fay-San Adds Cooley to Staff

BUFFALO—H. Read Cooley has been appointed sales promotion manager for Fay-San Distributors, Inc., electrical appliance wholesaler. He formerly was publicity representative for American Airlines in New York City.

Hussmann Refrigerator Co. Sets Up London Firm

ST. LOUIS—Hussmann Refrigerator Co. announces the formation of Hussmann British Refrigeration, Ltd., with headquarters at 19 Grosvenor Place, London, S.W.1, England, for the distribution of Hussmann products in Great Britain.

Hussmann British Refrigeration, Ltd., has made contracts for the production in Great Britain of commercial refrigerators similar to those manufactured in the United States.

Hussmann Refrigerator Co. owns one half of the stock of Hussmann British Refrigeration, Ltd.

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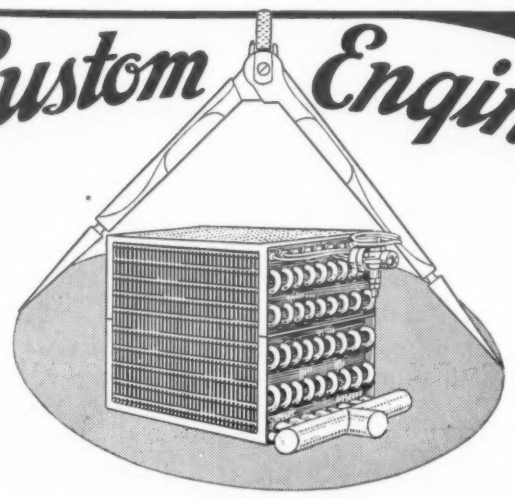

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WHA-AT? ANOTHER CLIENT? I CAN'T STAND THE PACE! THIS OVER-WORK IS DRIVING ME TO AN EARLY GRAVE-AND THE SOONER THE BETTER!
ON THE OTHER HAND, WHEN HE BEGINS TO SEE DAYLIGHT HE GETS LOWER THAN EVER—
CRIPES! I'M PRACTICALLY CAUGHT UP BUSINESS IS GOING TO THE DOGS! WITH THIS OVERHEAD, I'LL BE BROKE IN SIXTY DAYS!
Thanx to WM. A. QUINLAN— 1317 F. ST., N.W., WASHINGTON, D.C.
JIMMY HATLO 8-15
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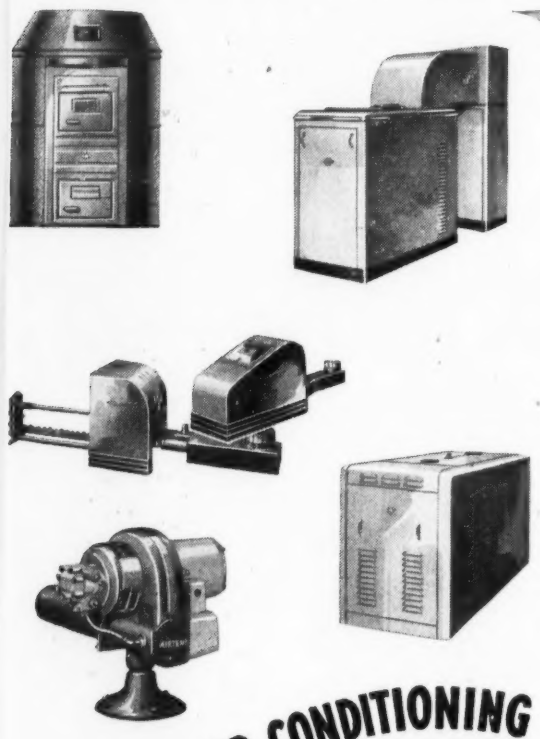
It's Time To SELL Again!



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Pickets Are Private Armies

WHEN totalitarians—whether they be kings, generals, or left-wing intellectuals—seize the reins of a nation, the first thing they do is organize private armies. Purpose: to keep themselves in power, and the people under thumb.

Until recently, the United States of America, happily, has not had to cope with private armies—in contrast to almost every other nation in world history.

But now we have them. Picket lines are private armies. Their soldiers may not carry guns, but they're quite willing to bash heads in, smash windows and automobiles, and engage in any kind of hateful violence to enforce their will upon individuals who don't agree with the generals (union bosses) of these private armies.

Today, a labor-union card is the equivalent of a hunting license. On a picket line, it represents the right to be a criminal.

In Detroit, for example, the UAW-CIO tried to organize garage repair-men. The latter didn't want to be organized. So the UAW-CIO goon squads employed *force* to get their own way. One example: an out-of-state motorist drove into a garage for a minor repair job. He didn't notice the picket line because the pickets, at the time, were roughing up the owner. But as soon as he drove into the garage, he was attacked by hoodlums. Eight of his front teeth were knocked out. Nobody was arrested.

Because mayors, councilmen, political-machine bosses, and police captains fear the power of labor unions, many big cities allow militant and unlawful picketing to proceed undisturbed—even when it violates the civil rights of peaceful citizens, and sends innocent by-standers to the hospital.

As a result, individuals who do want to work, who don't agree with their union bosses, who are merely trying to do their duty—or who just happened to walk by accidentally—are often beaten up and abused horribly by plug-ugly picketers.

What's more, bricks may be thrown through the windows of their homes and offices, their privacy can be violated, and their families are likely to be threatened and mistreated if these individuals dare to cross a picket line.

Mass picketing—along with individual intimidation—is entirely un-American and un-democratic. It's one abuse-of-power by arrogant union bosses which the mild Taft-Hartley Act—as it now stands—won't eradicate entirely. Promising and helpful though they may seem to be "on paper," the Taft-Hartley Act's picketing provisions must be enforced in most cases by corrupt or frightened mayors. And that means, in most cases, that peaceful citizens are still in jeopardy of being attacked and grievously hurt by snarling, provoked, unruly mobs.

Private armies have no place in America.

They should be outlawed; and then dealt with summarily wherever and whenever they reappear.

No matter how "righteous" or justifiable the cause, robbery, thuggery, intimidation, and assault-and-battery cannot be condoned.

To do so is to return to the Middle Ages, when trials-by-battle, rather than courts-of-law, were in vogue.

During that garage-picketing unionization holocaust in Detroit, newspapermen reported that union trucks with loud speakers were exhorting their hired thugs: "We have more members than Detroit has police. Bring on the police."

That's anarchy, not democracy.

And it's high time that we put a stop to it.

Keeping Milk In Frozen Or Refrigerated Storage Object of U.S. Study

WASHINGTON, D. C. — Research into improved methods of freezing and refrigerating milk and cream, without loss of its fresh quality, is another project approved under the Research and Marketing Act of 1946, the U. S. Department of Agriculture reports.

The research, to be conducted by the Bureau of Dairy Industry, is expected to contribute toward more complete utilization of milk and may have adaptation to seasonal milk marketing problems, which were cited as important by the Dairy Advisory Committee.

At present long-time preservation of milk involves removal of practically all water (dried milk), removal of approximately half the water, followed by sterilization (evaporated milk), or removal of about half the water and addition of sugar as a preservative (sweetened condensed). In manufacture, these products are altered physically and chemically and, when made into beverage milk, do not have the quality that consumers demand.

In announcing the project, E. A. Meyer, RMA administrator, pointed out that although there has been considerable research in recent years on freezing preservation of milk, the results, though promising, have been used only on a limited scale. Successful retention of fresh milk flavor and other qualities in frozen milk would make it easier to carry the product from times of flush production into periods of shortage; from heavy producing areas to centers of population.

Retention of freshness is the biggest problem, except for purity from the health standpoint, in merchandising milk and cream. The dairy industry has been delivering milk and cream with a better flavor than in earlier years, and consumers expect these products to keep longer.

Some milk can be refrigerated for several days without loss of full flavor. Other milk develops a flat or even a stale taste when stored for short periods. Another defect in some refrigerator-stored milk is an oxidized or cappy flavor. There is need for more information on the causes and prevention of these defects.

Local Groups Protest That by Rejection of Private Bids Kansas City Govt. Enters Contracting Field

KANSAS CITY, Mo.—City officials have recently shown an inclination to reject bids for construction and contract work, preferring to hire the labor and complete various jobs themselves.

Spokesmen for the Heating, Piping, Plumbing and Air Conditioning Contractors Association, along with other interested groups, met with the city council Sept. 25 in an endeavor to determine municipal policy on work which normally would employ the services supplied by private industry.

W. B. Teasdale, an attorney speaking for the air conditioning contractors organization, attacked a recent revision of the city building code, which permitted certain types of business to do work with maintenance men which should go to contractors.

"We are strongly opposed to the city getting into industry," declared Milton B. Schweiger, head of a building construction firm, and speaking for local building contractors.

Various contractors and labor organizations had requested the meeting with city officials when they believed the construction of a water main and other remodeling work was going forward with city-employed labor.

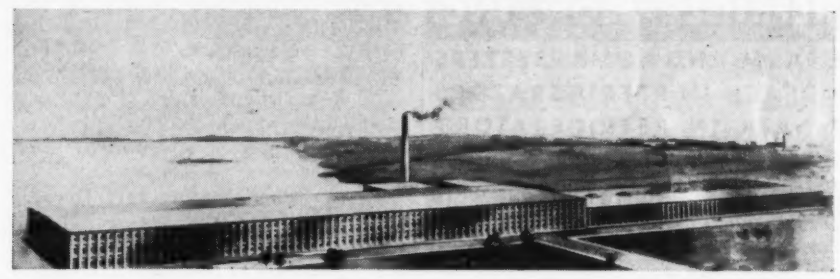
Mayor William E. Kemp assured the various groups there would be no change in municipal policy with reference to asking for bids on building construction and projects.

Charleston Firm Joins REWA

CINCINNATI — Election of the Refrigeration and Appliance Parts Co. of Charleston, W. Va. to membership in the Refrigeration Equipment Wholesalers Association has been announced by H. S. McCloud, executive secretary.

The Charleston firm, located at 162 Court St., is headed by J. S. Haight. Other officers include J. F. Williams, vice president; W. P. Miller, secretary; and V. V. Chaney, treasurer.

Ace Cabinet Acquires 80,000-Sq. Ft. Plant In New Bedford To Permit Straight Line Output



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NEW YORK CITY—Acquisition of a plant with 80,000 sq. ft. of manufacturing space in New Bedford, Mass., has been announced by Alex Unger, president of Ace Cabinet Corp., effective Oct. 1.

The company specializes in the manufacturing of food service equipment, especially ice cream dispensing cabinets, upright reach-in refrigerator cabinets, soda fountains, home and farm freezers, frozen food display cabinets, bobtails, and sandwich units.

Mr. Unger said the principal advantage of the new factory is that it will permit straight line production. The company has other substantial manufacturing capacity in New York.

First in a line of new products is a self-contained frozen food display cabinet, featuring a sliding glass top and a pull-out compressor for easier servicing. This model will be available in 10, 15, and 20 cu. ft. sizes.

Nelson S. Bloomenstein has been appointed sales manager and Edward Stern is production manager.

U. S. PAT. 2, 219, 393 CANADA PAT. 394, 209 NEW ZEALAND PATENT 82, 359

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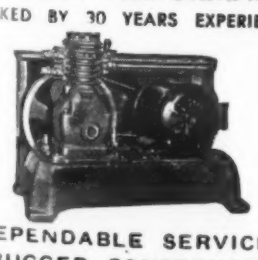

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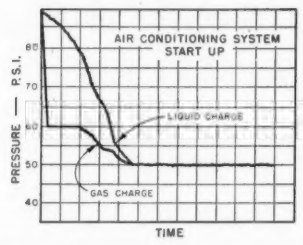

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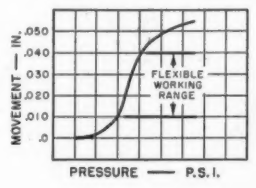

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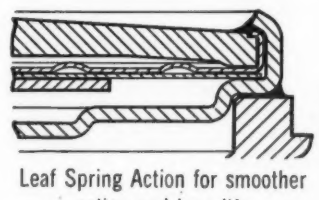

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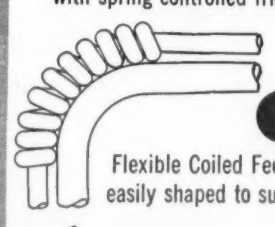

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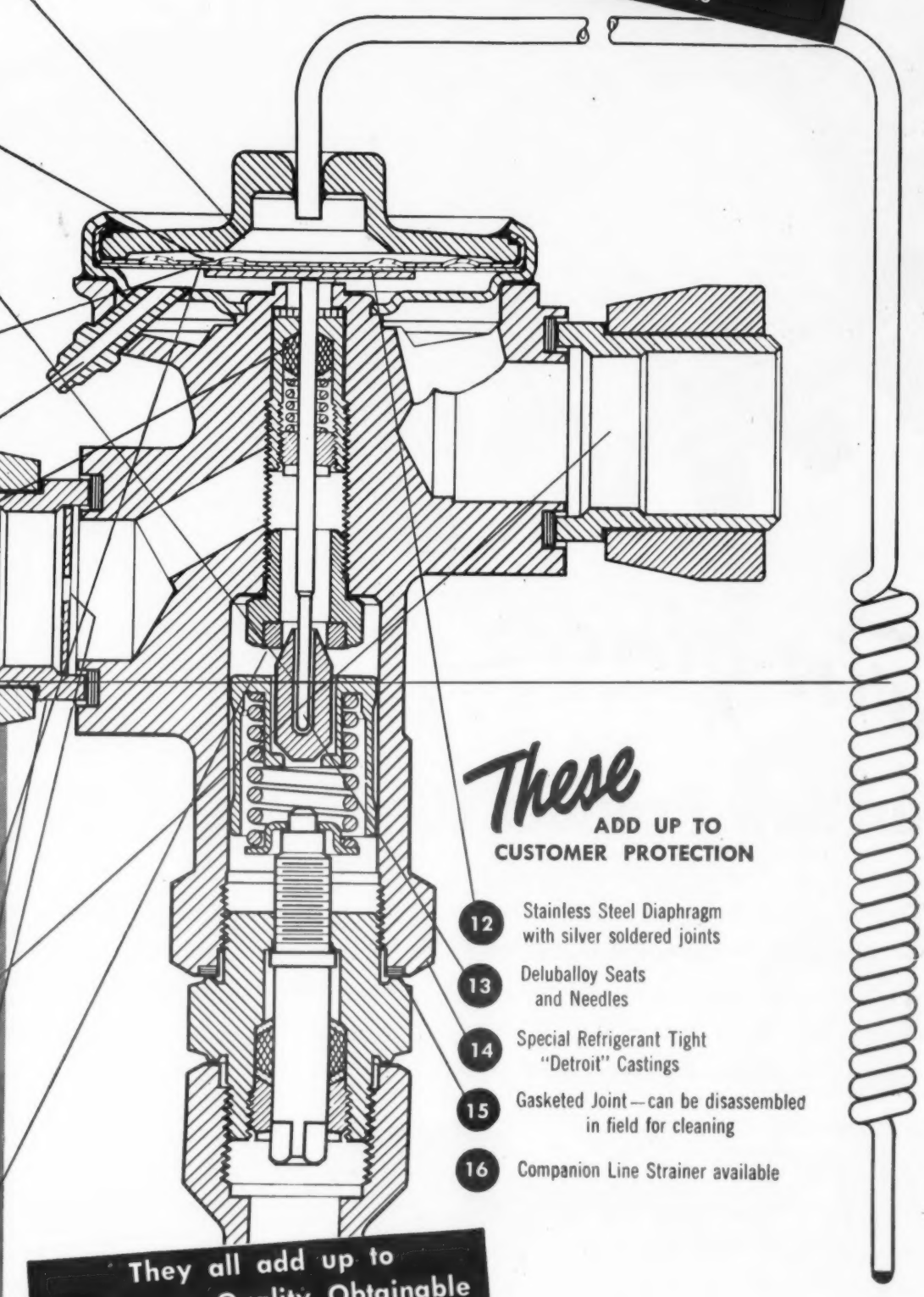

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Salesmen Concentrate on Major Appliance Selling

DENVER—Specialty salesmen are really "specialists" in the South Broadway appliance store of the May Co., department store here, where every salesperson in the store is assigned to sell a specific item, and nothing else.

L. L. Reber, manager of the store, believes that the time of specialtymen is far too valuable to waste it selling a $10.95 toaster, for example, when the salesman could be selling a $269.50 refrigerator. Therefore, he and two specialtymen sell nothing but major appliances, while three salesladies, all veterans from the downtown May Co. department store are responsible for all sales of small appliances.

As a small commission of 1% is paid to salesladies for small appliances, it is important that they get every opportunity to earn it, according to Mr. Reber, the major appliance salesmen being kept free to handle more intensive selling jobs, and to go outside of the store and follow up when necessary.

Glaser Joins Crosley

CINCINNATI — Appointment of Stanley Glaser to the post of manager, radio section of the Crosley Division, Avco Mfg. Corp., has been announced by R. C. Cosgrove, general manager.

Prior to joining Crosley, Mr. Glaser was associated with Goldblatt Bros., Chicago, as buyer of radio and phonograph records for the chain's 15 retail outlets.

Field Report

One of the NEWS' most popular prewar features, the newly-resumed "Field Report" prepared by the editors and staff correspondents, will continue to report what distributors, dealers, and service contractors are finding out about the market, effective promotion, prices, service charges, etc.

E. H. Welker (center), president of Welker Supply Co., Detroit distributor for Monitor, Deepfreeze, Launderall, and Hallicrafter, checks over the firm's monthly earnings with Frank J. Brady (left), executive vice president, and L. A. Bueche, sales manager.

* * *

Dealer Should Keep His Floor Model Freezers Full Of Frozen Food, Not Rags, Distributor Emphasizes

By C. Dale Mericle

DETROIT—"The big problem confronting appliance dealers today is not that of getting merchandise, but in selling what they have," declares Frank J. Brady, executive vice president of Welker Supply Co., distributorship here.

"They've got to get out and sell what they have, not just wait for deliveries of the more scarce merchandise," he asserts. "For example, some of our dealers say they haven't been able to sell tank type vacuum cleaners. And yet one firm has sold 145 of these in less than two months.

"The average dealer today isn't working. There's a wonderful opportunity for him in several lines. He probably could sell a Deepfreeze every night. I'll bet I could get on the phone right now and make a sale.

"I'd simply call up a friend and say, 'Jim, how about buying one of these Deepfreeze models?' Jim may say he already has one, so 'I'll ask him, 'Well, give me the name of some friend. Who do you play bridge with?'

FREEZER SALE OVER PHONE

"Then I'll call up this friend, and may make the sale right over the phone. If not, I'll make an appointment to see him in the evening, and we'll probably close the deal quickly," declares Mr. Brady.

Besides serving as a distributor in eastern Michigan for Deepfreeze Division, Motor Products Corp., Welker Supply Co. also distributes the complete Monitor line of appliances, the Launderall washer, and Hallicrafter radios. The Monitor franchise was acquired just recently.

E. H. Welker is president of the firm, and besides Mr. Brady the executive line-up includes L. A. Bueche, sales manager; Stephen Hollern, secretary-treasurer; Everett Reed, service manager, and William Stevens, assistant service manager.

In all, some 30 people are employed by the company, including 11 servicemen, two demonstrators, two field men, and six outside salesmen. The service department concentrates on the Launderall line, service on the Deepfreeze and other lines being contracted out.

Main offices are at 19506 Livernois, but in addition the firm maintains two other locations for service, parts, and warehouse operations plus a separate warehouse.

INDUSTRIAL SALES DURING WAR

As Welker Supply Co. the organization has been in operation for about two years, but it grew out of an earlier firm—Welker Machinery Corp.—which during the war had featured sales and installations of Deepfreeze for industrial applications.

Although Mr. Brady admits he's had little experience in promoting appliances other than home freezers, he believes the Monitor setup is most promising. The fact that dealers can obtain a complete line from one vendor; the fact the dealers are invited in to tell the distributor just what they want, and that there are no quotas to high pressure a distributor or dealership are especially interesting, says Mr. Brady.

"If we're overstocked in one place with this line, we can shift these appliances to some other part of the country where those items are in great demand," explains Mr. Brady.

The automatic washer is also a sure thing in the Welker company thinking, he says.

ALL WASHERS AUTOMATIC SOON

"I think that eventually all washers will be automatic. Within the next five years there'll be no more wringer-type washers sold. It's like radios. Five years from now if some one tries to sell you a radio without television, he'll be foolish, because for the same price you'll be able to get the same quality radio fully equipped with a television receiver.

"It's true," he admits, "that the prices of automatic washers today are considerably higher than wringer types, but five years from now the Launderall, which lists for around $300 today, will sell for $125 or $150. Why should any woman wring out her clothes by hand when automatics are available at that price?"

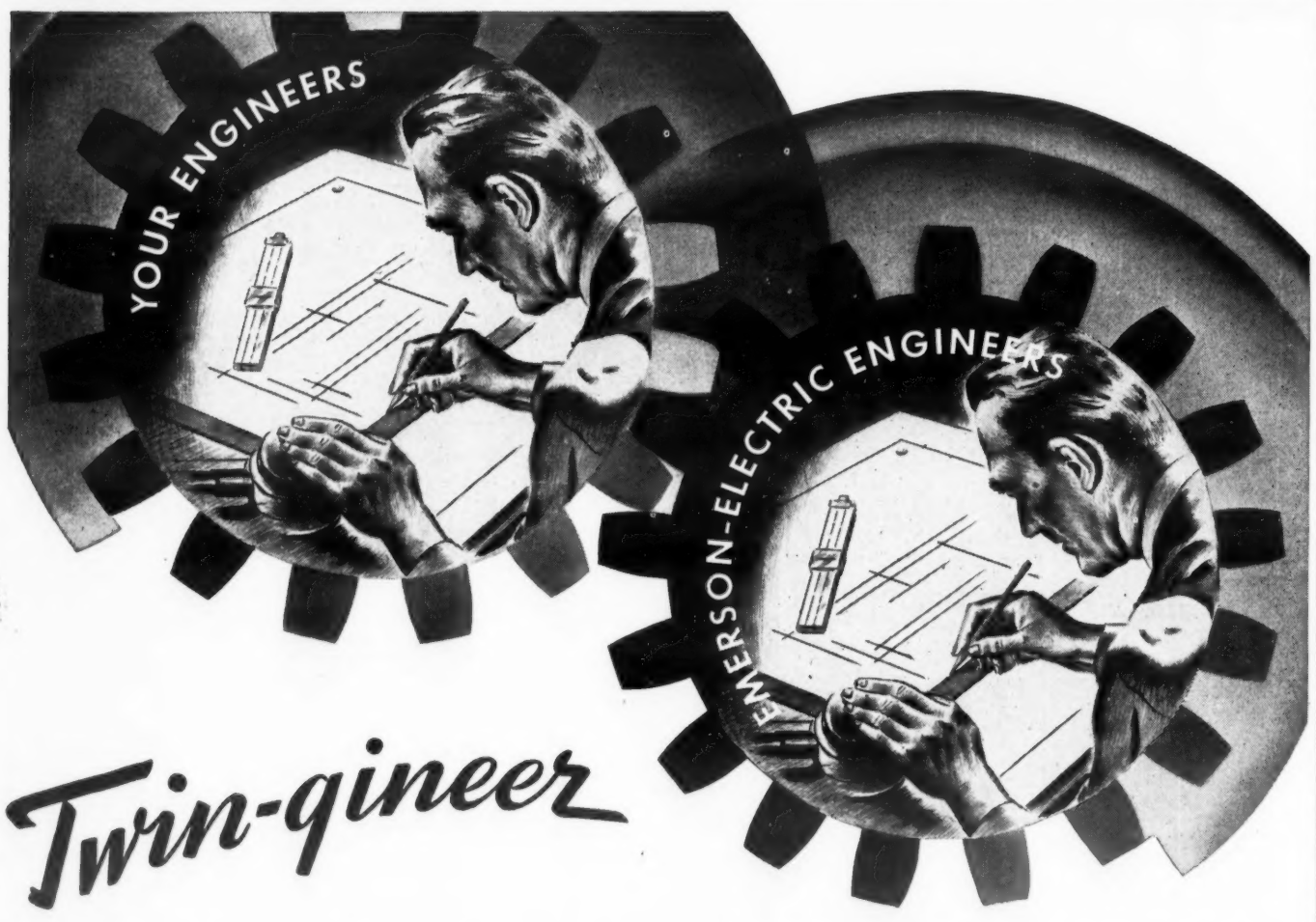
Mr. Brady is also most enthusiastic about the home freezer.

POSTWAR DIP NATURAL

"To be sure," he says, "the sales curve on home freezers dipped after the war ended, but that was bound to come after the intense wartime interest due to food rationing. And that wartime interest in freezers was wonderful to acquaint the public with this product."

As a veteran distributor and salesman for home freezers, Mr. Brady has some definite ideas on how they should be sold, and what is needed

(Continued on next page)



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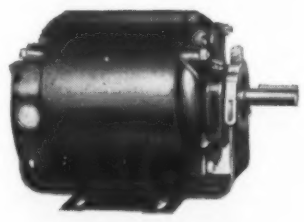

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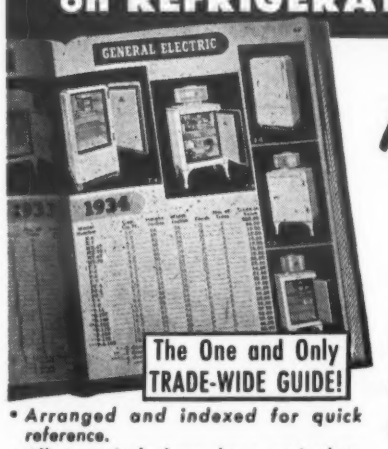

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	Investment	Return on Investment	Value of Time Saved	Total
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Operating cost—about $1 a month for 10 years	120			
Maintenance cost	40			
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Savings on transportation—take automobile cost per mile, multiply times miles per trip, times 52 weeks, times 10 years. Subtract cost of trips made by owning a freezer. Figure same way for bus or streetcar		$182		
Savings on food by quantity buying—savings of 33% to 60% possible on all types of perishables through quantity buying. Figure an average of 10% savings on monthly food budget (say 80% of $50) for 10 years		$480		
Savings on avoiding food spoilage and waste—food economists say 3% to 5% of food budget goes for waste and spoilage. Take 3% savings		$144		
Total Cash Savings				$806
Savings on shopping time—figure two hours a week at 10 cents an hour			$104	
Savings on cooking and baking time—assume ½ hour a week at 10 cents an hour			26	
Total Time Savings				$130
Net Cash Profit—Subtract total cost ($400) from cash savings ($806) and time savings ($130)				$536

* * *

Displaying Freezers--

(Continued from preceding page)

to educate the consumer. Even before the war he was representing the Deepfreeze line here.

"We always demand that a Deepfreeze model displayed by a dealer be operating and filled with frozen food. When a woman prospect opens up a freezer to look in she expects to see it filled with frozen food.

"Just recently I walked into one place, lifted up the cover of the Deepfreeze model on the floor, and found that it had rags in it, shipping tags, and plenty of dirt. You can't sell freezers that way!" he emphasized.

"Salesmen have to educate the public on the home freezer, but a lot of salesmen apparently need education themselves."

FREEZER SALESMAN CLASSES

To this end, Welker Supply conducts small classes for dealer salesmen every Wednesday night at its offices, sometimes twice a week. Here Sales Manager Bueche gives these men a thorough demonstration of the various products and explains how they should be sold.

The easiest way to sell a Deepfreeze model, says Mr. Brady, is for the salesman to go over the many points stressed in the Deepfreeze booklet "What Home Freezing Means to You."

"Explain to the housewife that if she owns a home freezer she needs to shop only once a month, and she can pick up a nice day for shopping instead of having to go rain or shine.

"The freezer owner can buy in quantity and at lower prices. She can shop ahead when the prices are right. Likewise, she can cook and bake ahead. The home freezer takes the 'seasons' out of food.

'IT PAYS FOR ITSELF'

"She can banish forever the monotony of left-overs. The housewife is always prepared for unexpected guests. The freezer saves time and labor. It retains the original quality of foods. And it pays for itself through savings in food purchases, transportation, and the avoidance of waste."

Mr. Brady places special emphasis on the actual savings possible through use of a home freezer. These savings have been figured out by Deepfreeze to amount to as much as $536 above the cost of buying and operating a $240 home freezer for 10 years. The figures are broken down in the above table.

Deposit System Helps Dealer's Store Operation

DENVER—By simply transferring from ordinary "priority registration" methods to a "straight cash deposit" system, Herb Names, Inc., appliance dealer here, has eliminated a lot of the problems of store operation.

A typical operation is the South Broadway appliance store, which prior to the change to cash deposits had a list of over 2,000 names.

"The list had absolutely no value," H. Morgan, manager, pointed out, "because nearly every name was sure to be duplicated on every other dealer's list. Now, however, we take a cash deposit on everything, give the customer an estimate of when the delivery time will be, and try to beat that whenever possible."

Deposits to date average $50 on refrigerators, $25 on ranges, $10 or $5 on radios, and so forth. Every deposit is written up on a regular sales form, and regarded as a sale, with the salesman's commission payable when the appliance is delivered.

For customers who desperately need refrigeration, the South Broadway store has carried out some very unusual services. For one man, they stored deer meat in a home freezer until the box could be delivered to him. A woman customer suffering from diabetes brought in her insulin.

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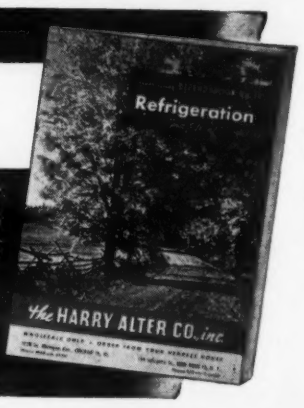

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Mrs. Joseph Wade, South Boston 27, Mass.

We enjoy our DUAL-TEMP more every day. In the freezing part we have chickens and pork, besides the vegetables and all other shelves are full. Thanks lots for making such a wonderful refrigerator!
Mrs. Stephen A. Gochenow, Mulberry, Ind.

I am particularly pleased with the Freezing Locker, in which we keep frozen foods . . . and the motor is so quiet.
Mrs. Helen Baier, Rosedale 10, N. Y.

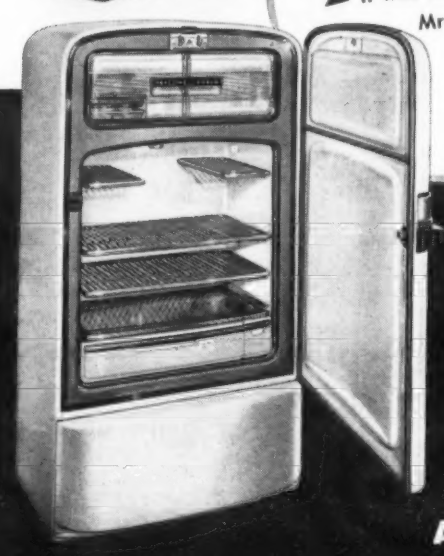
I am amazed at the wonders DUAL-TEMP performs . . . with no fuss or bother of defrosting. It was something worth waiting for.
Mrs. John Spinosa, Somerville 43, Mass.

Wonderful! We love the freezing locker for storing our foods, as it certainly is a convenience.
Mrs. Edw. J. Cummings, West Haven, Conn.

Words just cannot express how pleased we are with our DUAL-TEMP. It is really a pleasure not to cover everything up. And that continuous waiting for the old defrosting is ended.
Mrs. George J. Klinger, Philadelphia 36, Pa.

It is just grand! The freezing locker is wonderful—I buy foods and store them and forget about scarcity. In the moist cold compartment I put an onion to test it for odors. Not an odor. I am delighted.
Mrs. Minnie M. Kelley, Rock Hall, Md.

Delighted in every respect—more so because I work in an office besides my regular housework and DUAL-TEMP saves me a great deal of time and worry...No defrosting is what I enjoy most . . .
Mrs. Anthony Squeglia, New Haven 13, Conn.



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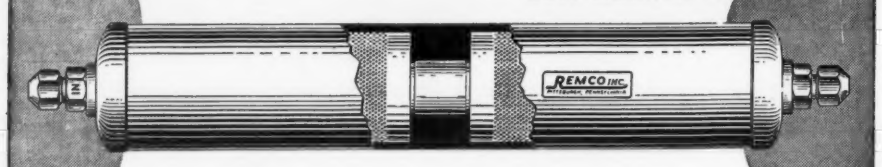

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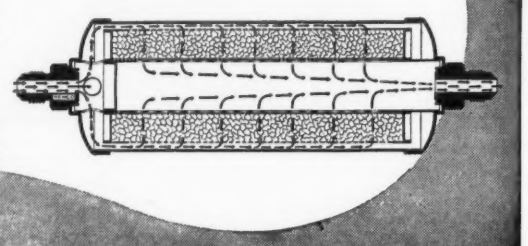

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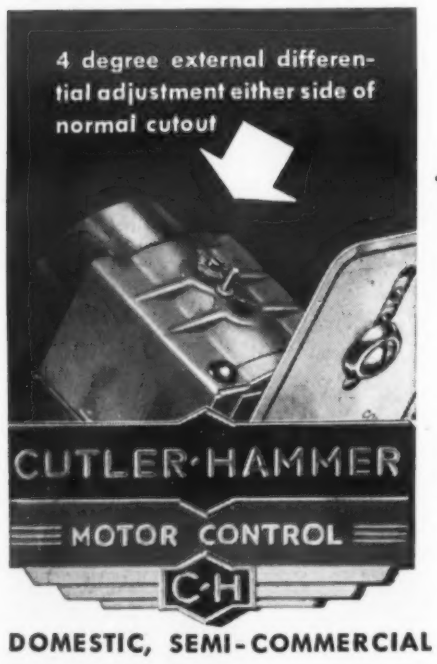

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DOMESTIC, SEMI-COMMERCIAL AND COMMERCIAL CONTROL

Servicemen In Milwaukee Firm Manage 10 Calls Per 9-Hour Day by Employing Mobile Telephones In Service Vehicles

By Phil B. Redeker

MILWAUKEE — Is Mobile Telephone communication, now available through the Bell Telephone System, just an attention-attracting novelty, or does it hold promise of being a real asset to a business which involves the dispatching of men operating in cars and trucks throughout the day—as in the refrigeration service business?

Harold Berghauer of Arctic Refrigeration Co., service contractor and commercial refrigeration dealer in Milwaukee, one of the first if not the first refrigeration firm to make use of Mobile communication, thinks it has a real value—in fact, he believes that if the businessman learns how to make the best possible use of it, it will pay for itself.

"Our servicemen have stepped up their average number of calls to 10 in a nine-hour day," Mr. Berghauer says. "Ask some other service contractors how that compares with their average."

'THAT'S IMPOSSIBLE!'

We relayed this statement on the 10-calls-per-nine-hour-day to the head of a leading service firm in a metropolitan area and his reply was—

"That's impossible."

How the Mobile communication set-up acts as a time-saver is pretty obvious. It saves the man in the mobile-set equipped car from wasting his time on calls canceled after he starts out—an important factor in those many cases where a customer may call three or four places, and canceling all but the one who shows up first.

Then it is helpful in those cases where a call comes in from a neighborhood to which the serviceman has already started on another call. It saves him from coming back and then backtracking out to the same district.

It makes possible the elimination of a "standby" man for evening or Sunday calls if the set is in a passenger-car used for service work.

But it also provides some advantages that are not so obvious—like giving a contractor the jump on a "hot" job.

"I once nailed a $1,000 deal because the office was able to reach me in my car," Mr. Berghauer revealed.

QUICK ACTION GETS JOB

"It was one of those jobs on which a number of firms had entered bids," he relates. "As often happens, the prospect made up his mind to take some action all of a sudden and it was pretty much a question of who would get to him first while he was in a frame to buy. With the phone in the car I was able to get to him in five minutes, where otherwise I might have been delayed in seeing him for a couple of hours."

Here's how the Mobile Radio-Telephone Communication system works in the setup which Mr. Berghauer uses:

The dispatcher in Mr. Berghauer's office calls a number which connects her with the long distance board. She then asked for the mobile operator and calls one of the two numbers which are assigned to Mr. Berghauer. The operator dials the requested number which rings a bell and turns on a yellow light on the receiving set in the car or truck (Mr. Berghauer uses one set in a service car, the other in a truck).

IMMEDIATE CONTACT MADE

If the man in the car or truck hears the bell, he picks up the telephone receiver (which is the cradle type used on all modern home and office receivers) and talks directly with his office.

In the event that he is not on hand when the bell rings (such as instances in which he might be working on a job) the light stays on until he picks up the receiver.

He can call back to the office simply by pressing a small button attached to the receiver, and asking for the office telephone number.

Reception is guaranteed within a 30-mile radius, but Mr. Berghauer says he has obtained good reception within a 45-mile radius.

The service costs Mr. Berghauer $44 a month for the two "lines," part of the charge being rental on the equipment. This charge also includes 240 "message units."

There are two types of calls that can be made, a dispatch line call costing three message units per minute with a one-minute minimum, and then the general call, in which there may be a more extended conversation, which costs six message units for a three-minute minimum period.

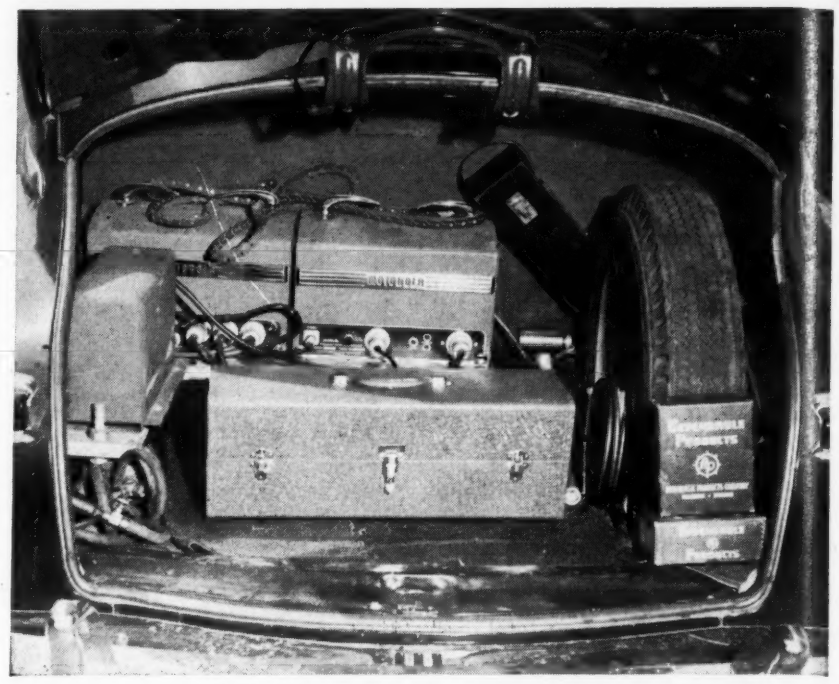
Each message unit costs five cents. If he goes over the allotted number, he is charged for them.

Use of the mobile telephone communication set requires some special equipment in the car or truck—in addition to the receiving and transmitting apparatus itself. An oversize battery and generator are required, because of the fact that power to operate the set is required constantly.

The equipment itself, however, occupies very little room, the set being stowed in the luggage compartment of a passenger car and leaving considerable room for tools and other equipment, with the phone receiver, bell, and light fixture being mounted under the dashboard.

The luggage compartment of the Berghauer car, when the writer inspected it, held the mobile telephone set, a tool kit, refrigerant drum, several boxes of refrigeration parts, and there was plenty of room for more.

Set In Trunk—Phone In Front Seat



The receiving and sending equipment for the mobile telephone communication set (the two cabinets at the rear of the compartment) don't take up very much space in the luggage compartment of a service car. A tool kit, a refrigerant drum, and boxes of parts are easily stored in the compartment, with plenty of room for other items.

Harold Berghauer of Arctic Refrigeration Service Co., Milwaukee, talks to his office using the cradle type telephone that is attached under the dashboard. A light on the front of the under-the-dash attachment goes on when a call is made to the car, and stays on until the receiver is picked up. Thus, the operator of the service car can leave the car knowing that if a call is made during his absence, he will know it when he returns to the car.

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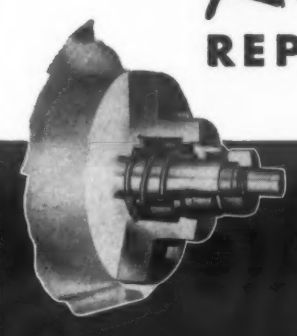

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Refrigeration Problems

And Their Solution

By P. B. Reed

For Service and Installation Engineers

Manager, Refrigeration and Air Conditioning Division, Perfex Corp.

Avoiding Trouble from Leaks and Moisture

The two things that cause the greatest number of refrigeration service calls are leaks and moisture in the system. Both of them are direct causes of trouble and they are also indirect causes of secondary troubles.

DIRECT AND INDIRECT CAUSES OF TROUBLE

For example, a system that has lost refrigerant from a leak, and is therefore low on charge, does not refrigerate efficiently and thus requires a service call to find the leak, repair it and restore the refrigerant that was lost. The leak is therefore the direct cause of that service call.

While the system was low on refrigerant it probably did not return oil properly, so the compression was somewhat damaged from mal-lubrication due to low oil level. The bearings and seal were scored although perhaps not enough to cause immediate trouble.

Later, even after the leak is fixed and refrigerant added, the seal may start to leak due to the scoring that was caused during the time the system was low on charge and oil return was not right. Thus the leak was the indirect cause of a seal leak later.

The same thing happens with moisture, to a greater extent. Moisture in the system may cause the expansion valve to freeze up and stop refrigeration. Even after the direct cause of the trouble has been corrected by putting on a dehydrator and removing the moisture, the indirect troubles may appear, such as corrosion of discharge or suction valves, seal faces and expansion valve needles from acids caused by the action of the moisture and air on the refrigerant.

Sludges or waxes may have formed that later stop up oil passages and otherwise retard good lubrication or foul up expansion valves, discharge and suction valves, seals, solenoids or other internal parts.

An able and experienced Service Engineer will avoid leaks or the entrance of moisture into the system. He has found out from bitter experience that the extra work and extra care when installing the equipment pays good dividends in reducing later trouble.

DRAW A GOOD VACUUM INSTEAD OF PURGING

True, it is easier and much quicker to simply purge out the lines and evaporator instead of pumping a good vacuum, but a good vacuum, held for about one-half an hour is a fine leak test on the lines and low-side, and is an added and more effective precaution than a rather hurried halide-torch test.

The vacuum tests all the joints. The torch may skip some unlikely places, such as splits or pinholes in the tubing, which may nevertheless leak.

Another advantage of pumping a good vacuum is often overlooked, that of *removing moisture from the system.*

MOISTURE FILM ON INSIDE SURFACES

Moisture collects on the inside surfaces of the tubing and evaporator and exists there as a fine film. The manufacturers of the tubing and evaporator bake or otherwise dry out their products and seal them before shipping them.

During the installation, the tubing and evaporator have been opened and moist air gets in. All air has some moisture in it. On some days or in some locations it may not have very much. On other days or other localities, the air may be "wringing wet."

It doesn't take much moisture in a system to cause trouble, and even when the air is comparatively dry, enough moisture can get in to cause trouble. If the installation is a large one, the lines and evaporator may be open for several days before the system is evacuated and charged, allowing a good deal of moisture to gather on the inside surfaces of the tubing and evaporator.

PURGING OUT MOISTURE

A 50-ft. roll of ⅝ in. tubing that has been left open for a day or so during damp weather may have as much as one-half a cupful of water on the inside surfaces.

If that tube is the suction line and is merely purged, the moist air in it is partly blown out—not all, but most of it. But the moisture on the inside surfaces remains. It can be removed by blowing warm, dry air through the tubing and over the moist surfaces. The moisture is picked up by the dry air and carried away. This method is used in factories and well equipped shops.

This method is not very adaptable to use in the field. In the first place *dry* air is not available (ordinary compressed air is very wet). Nitrogen is dry and has an affinity for water; carbon dioxide gas could be used. But it would mean blowing for a considerable period of time to remove the surface moisture and this would involve considerable expense, nor would it be very effective.

(To Be Continued)

Bendix Names 2 New Production Executives

SOUTH BEND, Ind.—The appointments of Brian E. (Bill) Brennan as chief industrial engineer and of Allen R. Sowle as master mechanic are announced by Harry L. Spencer, vice president of manufacturing, Bendix Home Appliances, Inc.

Mr. Brennan, who has had more than 30 years' experience in all phases of industrial engineering, operated the Brennan Engineering Co., Chicago, for four years before joining Bendix Home Appliances, Inc. Previous affiliations include the Norge division of Borg-Warner Corp., Muskegon, Mich., Newark Stove Co., Newark, O., Sears, Roebuck & Co., Chicago; XLO Corp., Detroit; Pioneer Engineering & Mfg. Co., Detroit.

Mr. Sowle, whose manufacturing experience dates to 1922, joined Bendix Home Appliances, Inc., in 1943. In the year prior to his new appointment, he handled the tool production engineering for the three plants which assemble the company's washers, dryers, and ironers under contract. His present duties include all tooling and plant layout activities.

His previous affiliations include executive positions with Norge from 1928 until 1943, and sheet metal fabrication in Detroit, 1922 to 1928.

SPECIFY...

DRYERS THAT BEAR THIS LABEL — CHARGED IN DAVISON'S SILICA GEL OUT WITH

—the label that is your guarantee of maximum performance and satisfaction. Your jobber stocks it—for refilling and in factory charged dryers.

HOTEL STRAND

Atlantic City's Hotel Of Distinction

A Hotel Planned and Designed for Your Every Comfort . . . assuring you absolute Rest and Relaxation . . . amid an Atmosphere of Refinement. . . .

Beautifully Furnished Rooms . . . Ocean Front Verandas . . . Roof-Top Solarium . . . Salt Water Baths . . . Cuisine Unsurpassed. Garage on Premises. . . .

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Exclusive Penna. Ave. and Boardwalk

ANSUL Technical Service

Since 1915, the name ANSUL has become well known in the refrigeration field, not only as a producer of high grade refrigerants but, also, as a reliable source of authentic, up-to-the-minute technical information.

Over this span of years ANSUL RESEARCH has accumulated volumes of data and made extensive studies in many phases of refrigeration, especially those associated with the chemical aspects of refrigerants, oils, etc. This has resulted in the compilation of an ANSUL library of technical knowledge invaluable in the solution of refrigeration problems.

ANSUL Technical Service is available to Refrigeration Engineers everywhere through ANSUL'S universal wholesale organization. Your ANSUL wholesaler welcomes you to make full use of it without cost or obligation.

Take your refrigeration problems which arise from time to time in the operation of refrigeration systems to your ANSUL wholesaler. He probably has the ANSUL technical bulletin which will give you the answers to your questions. If not, he will be glad to get the information for you from ANSUL RESEARCH. He wants to make your job easier and more profitable.

1 BULLETIN ON SLUDGES
Data on the origin, composition, distribution and general properties of Sludges.

2 BULLETIN ON SEPARATION OF WAX FROM OIL-REFRIGERANT MIXTURES
Information on the effect of temperature, concentration and types of oils on Wax formation in Oil-Refrigerant Mixtures.

3 BULLETIN ON MOISTURE AND DRYING METHODS
A compilation of proved methods of Handling Moisture in Refrigeration Systems.

4 BULLETIN ON REFRIGERANT DRIERS
A thorough study of the efficiency of the more common refrigerant driers in addition to data on Corrosion Limits of water-refrigerant mixtures.

5 BULLETIN ON KEEPING SERVICE CYLINDERS CLEAN
Outlines methods of Cleaning and Drying Service and other Cylinders. Explains why overfilling cylinders is dangerous.

6 BULLETIN ON ALUMINUM AND METHYL CHLORIDE
Gives the reasons for the complete elimination of aluminum in Refrigerating Systems charged with methyl chloride.

ANSUL REFRIGERANTS—SULFUR DIOXIDE, METHYL CHLORIDE, KINETIC'S "FREONS," AND METHYLENE CHLORIDE—ARE AVAILABLE AT LEADING ANSUL WHOLESALERS EVERYWHERE.

*REG. U. S PAT. OFF

ANSUL CHEMICAL COMPANY
REFRIGERATION DIVISION, MARINETTE, WISCONSIN
DISTRIBUTORS FOR KINETIC'S "FREON-11," "FREON-12," "FREON-21," "FREON-22" AND "FREON-113"

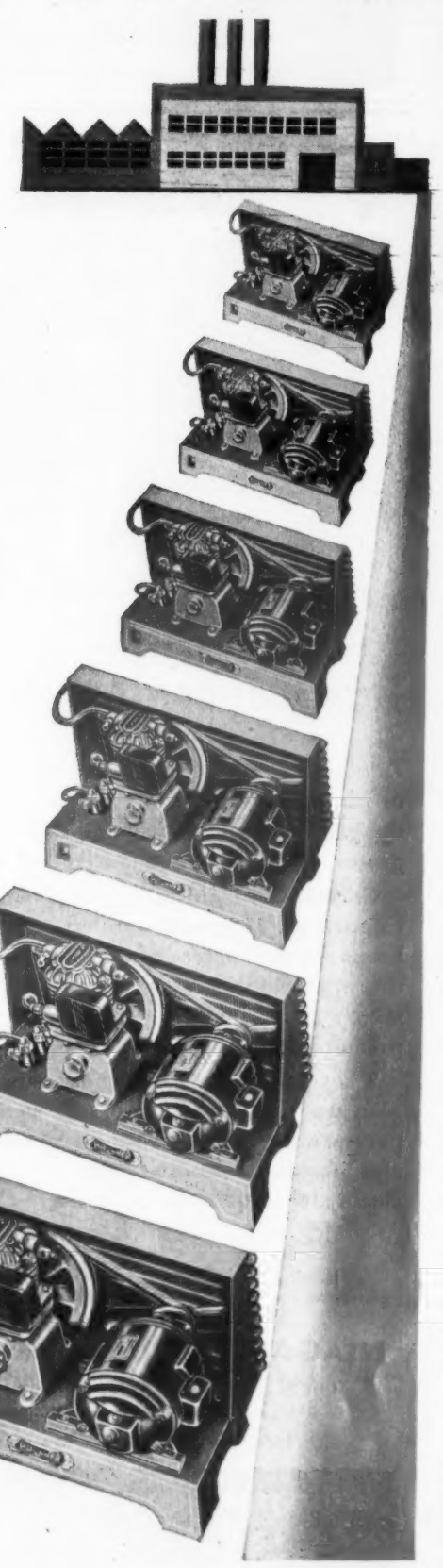
THOUGHTS FOR MERCHANDISERS

You've poured time, trouble *and money* into building a loyal trade of profitable customers. Don't let a single one slip away because he's down on the service your equipment renders. Nothing contributes more to the service value of your products than dependable refrigeration units. And, for many years, the "buy-word" for dependable refrigeration has been BRUNNER condensing units. When you stop to think that one good customer is worth much more to you each year than the cost of a BRUNNER unit, you can see the wisdom of equipping with the best.

BRUNNER MANUFACTURING CO.
Utica 1, New York, U. S. A.

BRUNNER SINCE 1906

REFRIGERATION helps you serve better



AIR AND WATER COOLED MODELS
¼ HP. TO 25 HP.

BRUNNER SINCE 1906

Excellent Profit Margins Stressed In Selling Prospect a Locker Plant

Contractor Continues His Detailed Account of His Own Sales Approach

Editor's Note: This is the third in a series of articles in which Ed Wright, the head of Refrigeration Contractors, Inc., a successful contracting firm in Youngstown, Ohio, explains in detail exactly how he approaches a prospect in selling a locker plant. Further data will appear in future instalments.

By C. Dale Mericle

"If the prospect should have no comment on your suggestion that he first have all the facts before approaching his banker, then say:

" 'Well, Mr. Prospect, what do you believe, or how do you feel about this proposition? Do you want to investigate it farther or do you want to wrap it up now? I'll put up my time, my ability, and my experience against your time.'

"If you can't qualify a customer to that extent, thank him for the interview, ask him if he knows of anyone else who might be interested, and see if he can suggest anything and say:

" 'Well, I want to thank you very much for your courtesy in listening to me, and I know that it is entirely possible that you may have some questions you would like to ask. If you have any further questions in your mind at this time, I certainly would be glad to answer them for you. But a proposition of this kind is too big to go into without careful study on your part and on ours because we both have something to gain or to lose.'

"If at this point the prospect doesn't express an interest in this proposition the only thing you can say is:

" 'Well, I assume that you are not interested in this proposition and I am wondering if you have someone else in mind whom you think I might talk to.'

"If he does not reply, say:

" 'I want to thank you very much for the time that you have given me so far and I'm going to be on my way. Thank you. Good day.'

"If the customer expresses interest at this point, then the thing to do is to get to a place where you can bring your material in and go over this data. The next thing to do is to point out to him what the earning possibilities are in the size plant you feel would fit his requirement the best.

Estimate Lockers

"Naturally you know that the territory is probably going to support 200, 300, or 500 lockers. You can determine that in your own mind before you call on the prospect. So you lay out the details something like this:

" 'Now Mr. Prospect, just for the sake of argument, let's say that this community will support a 250 to 300-locker project. I don't actually care at this time whether that is the correct size or not. However, based on the population figures we have, based on other communities of U. S. by various state universities in almost every state in the land, I think that is probably about the thing to figure.

" 'It has been determined that about 75% of the renters of locker plants are food producers. Now when I say a food producer, I do not mean necessarily a food producer such as a farmer. He may be a part-time farmer; he may own a couple or three acres and raise a few chickens, maybe a baby beef, has his own little garden, etc., but he works in town.

" 'Also it has been determined that over 71% of the farmers who live within an area where a locker plant service is available, rent lockers. In other words, three out of every four or five will rent lockers if there is a plant close to them. This also has been very definitely established by the Department of Agriculture, your farm bureaus, and others.

" 'On the basis of the fact that you have a farm population of 400 families within an area of five miles it's safe to assume that we would be able to rent about 300 lockers. So I'm going to work the proposition out on this basis. By the way, if you were going to go into this thing, do you have any idea where you would consider putting it?'

"It is important that this question be asked at this point. By so doing you bring the prospect around to the point again where he is beginning to tell you what he would do.

" 'Now, for the expense side of this story. A 300-locker plant would be run by one man and a girl. What your labor expenses are going to be would depend upon what you have to pay. In our plant, for instance, our Warren plant, we pay our butcher $50 per week and our girl $30 per week. In other plants, the owner does the work himself and takes out $100 a week salary. Now if you are going to work in this plant, how much would you want to take out for salary?

" 'Let us say for the sake of argument that this 300-locker plant with one man and a helper is going to have a salary expense of $4,000 per year. Now we are going to have power and lighting expenses and we find that the average power consumption averages from about 4 to 6 kilowatts of electricity per locker per month, or 60 kilowatts per locker per year.

" 'If you buy current for 1½ cents

(Continued on next page)

Engineering Agreement Clinches Deal

Refrigeration Contractors, Inc.
25-31 Essex Street
Youngstown, Ohio
Phone 4-7224

..... Date

AGREEMENT

THIS AGREEMENT, made and entered into between REFRIGERATION CONTRACTORS, INC., first party, and ....., second party.

WITNESSETH, THAT

WHEREAS, the first party is engaged in the Refrigeration Contracting business, and the second party is desirous of constructing a frozen food locker plant and store.

NOW, THEREFORE, it is mutually agreed by and between the parties hereto:

FIRST. A. The first party agrees to prepare plans and specifications for the construction and installation of a frozen food locker plant and store including the necessary equipment therefor: and further, to advise in the selection of a suitable location and type of building necessary.

B. To prepare plans for, and if necessary, supervise a publicity campaign to determine the probable number of persons who may be interested in obtaining such a service.

C. If necessary, to advise and assist in obtaining finances for the construction of such a project.

SECOND. The second party agrees to retain the first party to perform the above services and to pay the first party the sum of five hundred ($500.00) dollars therefor. In the event that the project gives evidence of community acceptability, and a plan for financing is arranged, the second party agrees to enter into an agreement with the first party for the construction and furnishing of such locker plant in accordance with the said plans and specifications.

THIRD. The first party agrees that in the event the second party decides to construct a locker plant and store the above sum of five hundred ($500.00) dollars shall be credited upon the contract amount to be paid to the first party for such construction and installation. Further, the first party agrees that the price of all refrigeration machinery, lockers, and self-contained processing equipment not requiring assembly on the job shall not exceed the manufacturer's published list price at the time of delivery plus transportation charges. An additional charge of (15%) fifteen percent shall be made to cover the installation labor of such refrigeration machinery and lockers equipment as requires assembly. The first party agrees to sell and install all equipment subject to the same warranties as are provided by the manufacturers.

Vaporproofing material and insulation shall be furnished by the first party at prices not to exceed manufacturers recommended resale prices at time of delivery plus transportation charges. In the event the installation of such material is made by the first party, the charge for so doing is to be on a time plus twenty-five (25%) overhead plus ten (10%) percent fee basis. If the owner shall elect to be his own building contractor and shall require advice and assistance in a supervisory capacity from the first party, then the first party shall charge a fee equal to ten (10%) percent of the cost of labor and material utilized in such construction work.

If the second party shall elect to hire a building contractor to perform such construction work and shall desire the services of the first party in consultation and advice with reference to furnishing plans and specifications for bids, interviewing contractors, checking bids and proposals received, determining contractor best qualified, then the first party shall make a charge at the rate of four dollars ($4.00) per hour if less than eight (8) hours, or at a charge of twenty-five dollars ($25.00) per day plus transportation, mileage at a rate of six cents ($.06) per mile, and meals and lodging at the going rate at such home, inn, or hotel as it may be necessary for the first party to use in the performance of his contract.

The first party also agrees to furnish the second party information as to operation of the business in all its various phases, and to assist in the hiring and training of its initial personnel and the development of trade contacts to obtain a supply of material and merchandise incidental to the profitable operation of the enterprise; and to further extend to the second party the privileges of entering into any cooperative buying arrangements with the Zero Refrigerated Locker Service Company that the second party and said Zero Refrigerated Locker Service Company may desire to consummate.

IN WITNESS WHEREOF, the parties hereto have set their hands this ..... day of ....., 1947.

SIGNED AND ACKNOWLEDGED IN PRESENCE OF

.....
.....
.....
.....

REFRIGERATION CONTRACTORS, INC.

BY.....
.....

SECOND PARTY:
BY.....
.....
.....

After a prospect has been "sold" by Refrigeration Contractors, Inc., of Youngstown, Ohio, on building a locker plant, he signs this preliminary agreement which protects both the contractor and the would-be owner.

ACME PRODUCTS

Freon Condensers
Dry-Ex Water Chillers
Evaporative Condensers
Forced Convection Units
Oil Separators
Liquid Receivers
Heat Exchangers
Pipe Coils
Hi-Peak Water Coolers
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CHECK WITH Ranco FIRST

	Specialists in Refrigeration	✓	Less Stock to Carry
	More Ranco Controls in Use		Greater Customer Satisfaction
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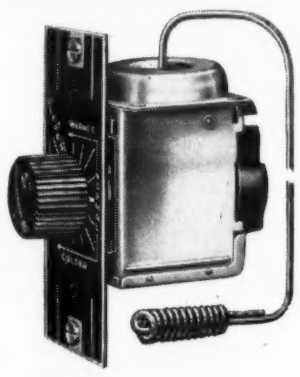


RANCO "All-Purpose" CONTROLS

Just two Ranco Refrigeration Controls will cover 75% of your servicing needs. That means far less capital tied up in slow-moving stock items, better and faster service for your customers and, most important, greater profit for you. Ranco Refrigeration Controls are available at leading wholesalers throughout the country.

See your Ranco wholesaler today, or write direct to Ranco Inc. for full information.

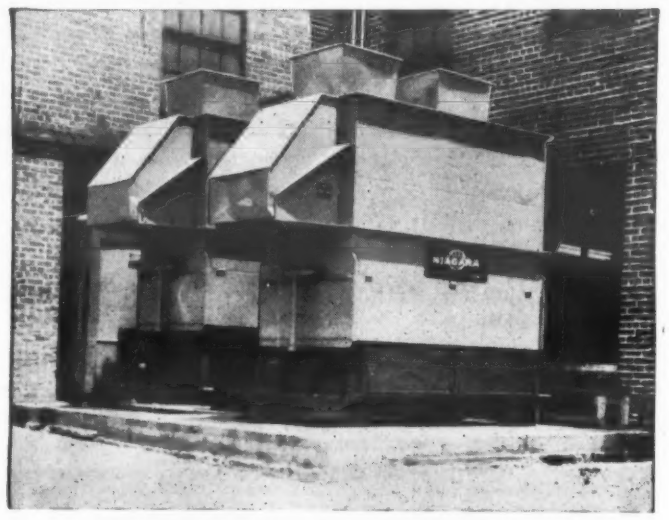
Ranco Inc. COLUMBUS 1, OHIO — World's Largest Manufacturers of REFRIGERATION CONTROLS

This Condenser INCREASES Refrigeration Plant Capacity

Dirt and scale in condensers is the great enemy of efficient refrigeration systems. Not only is it the greatest trouble-maker for the operating engineer, but it also cuts capacity and wastes power.

Correct this by installing the Niagara Aeropass Condenser. It lowers condensing temperatures, keeps the system free of oil and dirt and controls the operation of your system to give you *constantly* the minimum differential between head pressure and suction pressure.

These benefits LAST because the patented Niagara "Duo-Pass" lowers the refrigerant temperature to the point where scale cannot precipitate on condenser tubes, assuring an always clean, always efficient condenser.



Write for Descriptive Bulletin 103-AC.

NIAGARA BLOWER COMPANY
Over 30 Years of Service in Industrial Air Engineering
405 Lexington Ave., New York 17, N. Y.
Field Engineering Offices in Principal Cities

EXCLUSIVE AEROPASS CONDENSER FEATURES
- "Duo-pass" prevents scaling of tubes.
- "Oilout" keeps out oil and dirt.
- "Balanced Wet Bulb Control" keeps head pressures down.

INDUSTRIAL COOLING HEATING • DRYING NIAGARA HUMIDIFYING • AIR ENGINEERING EQUPT.

SALES ENGINEER WANTED

We require a man with the following qualifications:

Thorough knowledge commercial refrigeration and coils in particular.

Intimate contact with jobbers and manufacturers—East.

30 - 45 years old.

If your past record will stand a rigid investigation, an unusually attractive position awaits you. Remuneration in excess of $9,000 yearly.

Box 2497, Air Conditioning & Refrigeration News

Locker Plant Should Pay for Itself Within 4 Years, Prospects Are Told

(Continued from preceding page)

a kilowatt, which is what we pay in some localities, you'll find it will cost you about 90 cents per year per locker, which would be about $300 per year for electricity for 300 lockers.

" 'This checks very closely with what the actual power bills are in other plants. However, for the sake of argument and safety, let us put down a figure of $350 instead of $300. Now we are coming to the item of heat and water. That will not cost you more than $150 per year. Laundry, I suppose, is an item which we do not need to take into consideration. However, if you want to charge laundry up against your plant, you can also do that. So let us put down an item of $25 for laundry.

Allow $300 for Repairs

" 'Let us set up an item of $300 a year to take care of plant repairs. License and taxes—I do not know just what your real estate taxes are, but your state license is only $25 a year. I believe that if we put down $250 a year for taxes it will be satisfactory.'

"If the prospect does not agree, ask him what he thinks it should be.

" 'Insurance we should put in at about $500. Your rent or investment interest we will put in at $1,200 a year; depreciation, $2,500 a year; plant supplies, $500 a year, and there we have it.

" 'In other words, here is a business that is not only paying for itself, paying an interest in money that is invested in it, paying the owner a wage if he cares to run it himself, and if he doesn't, he is getting a return of better than 25% on the volume of business done and approximately 20% on the business if he would have an investment of somewhere between $18,000 and $25,000 in this total enterprise.

" 'Now these figures are based on constructing an entirely new building. If our investment was less our depreciation would be less, our interest would be less; also, a 300-locker plant for six months out of the year could be operated by one employe if there were no grocery store connected with it.

" 'This would save the price of one clerk, cut down the size of the plant, cut down the invested capital; after one side was balanced out against the other, it would show just about the same proportion of net return as far as percentage goes or better.

" 'The point is this: how many businesses can you step into today where you can not only depreciate them but practically get back all the invested capital in about four years? There are not very many are there? Furthermore, a 500-locker plant can be operated with the same number of employes. When you get much over 500, it's necessary to put on additional help.

" 'We would not recommend a 300-locker plant to be operated as a separate business enterprise unless a man was only interested in earning a good living and making a nice return for himself as an individual. Frequently, a good many of these 300-locker plants are operated by a man and his wife or some member of his family.

'Sound, Secure Business'

" 'This type of operation gives a man a very sound, secure, and solid little business that does not involve a lot of high-pressure merchandising, does not involve a lot of waste, spoilage, does not involve the building up of a big inventory or merchandise and the tying up of money in a lot of slow-moving items. We could almost add at least another $4,000 clear profit onto operation with 500 lockers. Now does this proposition look good to you?'

"At this point the prospect may not be entirely inclined to believe that it is possible for him to make this. Then we believe that the best method is to qualify him as to whether this is true and if we can positively prove to him, if we can show him plants in operation within a few miles of him, that we're doing this kind of work, wouldn't that be sufficient evidence?

"We can let him talk to a banker who will finance this business, would that convince him? That then may be the case where it is necessary to take the prospect out and have him talk to the people whom we have already established in the locker business. If the prospect is, and we believe that he would be, convinced, then he is going to say:

" 'Well, that looks pretty good, and I think I'll be interested in going into this thing further.'

Agreement Is Discussed

"From this point on we then go into the engineering agreement. We start the conversation off by telling him that over a period of years we have had a number of interviews with various prospects and that a number of things have come up.

"Usually about that time the customer is asking about how much we think a plant will cost, where it would be put and answering all these questions and getting the facts which will enable him to make an intelligent decision, which will enable us to go with him to his source of capital that we have developed in the agreement. We then read and explain the agreement.

" 'Mr. Prospect, here is a study covering locker plant operation which probably is the most complete study that has ever been made in the territory which is very much similar to ours. This study was made in the state of Illinois, and I think that you will admit that Illinois, industrially and agriculturally, is very similar to Ohio.

" 'But in Illinois a number of years back, 'way back in the '30's to be exact, the locker plant was started by groups of farm co-operatives in conjunction with the Department of Agriculture and they have been required to keep a set of records which will show far more completely than you will find in the average locker owner's place of business.

" 'The expense of keeping such a detailed accounting system to a large extent has been carried by the government and the bank for the sole purpose of enabling them to analyze this down to the finest detail, to the nth degree. I just want to run through the statements quickly to show the tremendous amount of detail and study that has gone into this report.'

"Then quickly leaf through the survey showing that this covers particularly 27,000 lockers located in 25 counties throughout the state of Illinois.

Net Profits Cited

" 'I want to show you something particularly here, Mr. Prospect, on page 26. I want to show you that in 1940-1943, which was before rationing got under way, that the survey showed that the average net profit was 17.24%. Now that net profit was made after depreciation to the extent of 20% had been put to one side.

" 'In other words, these plants were depreciated in five years. The total amount of investment in these plants was over a million dollars and the reserve depreciation was over $200,000, which is 20%. In other words, these plants were not only paying themselves off in five years but they were returning 17% profit. That's not bad is it? Especially for we who are supposed to be operating as near a non-profit basis as possible.

" 'All of these plants were operating on a rental basis that is 30% below what we recommend. The processing charges were also at least 1 to 1½ cents below what we recommend and use in our own plant and which are pretty much used throughout this area. In fact, this survey was made by the Department of Agriculture in order to enthuse the OPA to permit these plants to raise their wages during the war.

How Profits Compare

" 'They were unable to secure a raise in rent due to the fact that even with the increased expenses that the plant had, they still showed a net return of 9% more net income than they should. This was after taking off 20% for depreciation.

" 'When you stop to consider that business enterprises like the Bell Telephone Co., General Motors, and the rest of them very seldom made over 5% net and some of the railroads of this country are not even doing that well, then I say that here is a small business that can produce more net income than a large business.' "

(To Be Continued)

HEAT TRANSFER EQUIPMENT
MARLO COIL COMPANY
SAINT LOUIS, MISSOURI

"We beat the rust and corrosion problem WITH NIBCO VALVES, WROT COPPER FITTINGS AND COPPER TUBES."

THAT'S what your industrial customers will tell you. You'll make more money and better please customers if you recommend NIBCO Valves and Wrot Copper Fittings with copper tubes for industrial piping on water, air, steam and other process lines. Copper is permanent, free from rust. It ends leaks and maintenance expense. But even more important is the complete freedom from breakdowns, work stoppages and delays. Surprisingly, the installation cost compares very favorably with that of ordinary iron pipe. NIBCO Wrot Fittings are made by patented processes which assure absolute uniformity with close tolerances accurately maintained. Accurate forming means easier alignment, simpler installation and stronger joints. Get all the facts on NIBCO Wrot Fittings. Write today for complete Catalog 614

NORTHERN INDIANA BRASS CO.
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WROT Copper Fittings

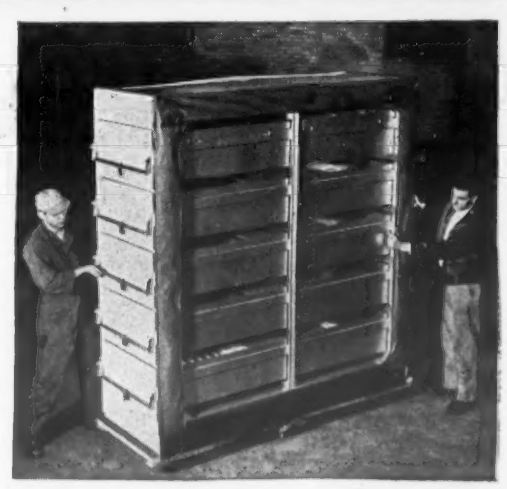
New and efficient method OF STORING FROZEN FOODS

Here's what the Iceberg Refrigerated Locker has, that no other refrigerated locker can offer:

Self-contained, fully insulated refrigeration and locker sections are factory-built, delivered ready for quick assembly by local mechanics in approximately 24 hours under normal conditions. Location needs only electric, water and drain connections. Sections may be added later for increased capacity. Easily disassembled for relocation. Blastfreeze drawer section provides sharp freezing.

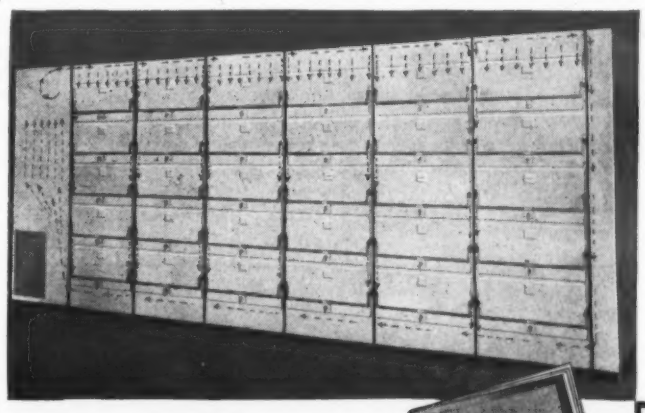
Use coupon below for FREE complete details.

Iceberg comes as a "packaged unit" . . . a warm-room locker completely engineered at the factory



Complete line of models Capacities from 30 to 480 cu. ft. storage space. Each drawer approximately 6 cu. ft. storage capacity, 240 lbs. meat loading, or its equivalent in other frozen foods. Shown above—Model 680, Series 600, 80 drawers.

Comes all ready for quick installation. Each section fully insulated. No insulated walls to build, no cold room. Unit completely self-contained.



Showing cold air flow (left). Only the interior of the locker is at zero or below. The room itself remains at normal temperature. Diagram shows how a Cold Curtain* of refrigerated air maintains zero temperature inside each drawer at all times. This flow of air wipes the drawers free of frost, insures perfect holding of stored foods. Food need not be removed from the drawers during defrosting of the refrigeration coil. Defrosting can be done in fifteen minutes.

ICEBERG REFRIGERATED LOCKERS

(Trade-mark Reg. U.S. Pat. Off.)

Frozen Food Storage Made Easy

*Reg. U. S. Pat. Off.

Listed by Underwriters' Laboratories, Inc.

Get portfolio of complete features and detailed specifications of Iceberg Refrigerated Lockers. Absolutely free! Just use coupon.

CLIP AND MAIL—TODAY

Iceberg Refrigerated Locker Systems, Inc.
Dept. A10, Empire State Building
New York 1, New York

Send me, ABSOLUTELY FREE, portfolio of complete features and detailed specifications.

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Prompt Delivery

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We carry a stock to fill large and small orders. Try AUTOMATIC SERVICE and be convinced.

Automatic
HEATING & COOLING SUPPLY
DIVISION OF WEIL-McLAIN COMPANY
647 W. Lake St., Chicago 6, Ill.
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Catalog Mailed On Request.

Contractors Association Lists DON'TS For Those Handling Refrigerant Drums

LOS ANGELES—Because a local refrigeration serviceman who had failed to take prescribed precautions was killed in the explosion of an ammonia cylinder recently, the Refrigeration Contractors Association, Inc. of Los Angeles issued a bulletin to its members reminding them what those precautions are.

The association's bulletin listed the following "don'ts":

DON'T use a refrigerant drum unless it is stamped with an ICC test date within five years.

DON'T let a refrigerant drum stand in the direct sun, particularly on a hot day.

DON'T carry a drum in a closed car without adequate ventilation.

DON'T fill a drum beyond its rated capacity.

DON'T turn a flame on any drum or part of a system containing refrigerant.

In the case of the fatal explosion, investigation by the California state division of industrial safety disclosed that the drum, although apparently not overfilled, had been standing in the direct sun for several hours, according to the association.

Also the drum was being carried inside a sedan with all windows closed except one by the driver's seat, thus leaving no way for the escape of the gas when the drum fractured.

Markings on the cylinder indicated that it had originally been put into use during 1932 and in the succeeding 15 years had only been retested once —early in 1939, the investigation showed.

The association pointed out that both the Interstate Commerce Commission and the state of California require cylinders used to handle, store, or transport compressed gases of all types to be tested properly and marked within a period of five years prior to such use.

Any accident caused by a cylinder not carrying evidence of an ICC test within five years may lead to serious charges of negligence and the person responsible may be liable for costly damages, the association warned.

It noted that wholesalers of refrigerants are under definite orders not to refill a drum which carries a test date more than five years old.

In warning against filling cylinders above rated capacity, it said:

"When filling a drum never guess how much is in it, but put it on a scale and weigh it. When a cylinder is overfilled the expansion space is not there and a very real danger of a cylinder rupturing exists. There have been a number of such explosions during recent years, several resulting in deaths and serious injuries to say nothing of large property damage."

Using a flame from a torch as an aid in emptying a drum was scored as extremely dangerous and "entirely too common for comfort."

Employing the flame of a torch to heat any vessel or part of a system is simply asking for trouble, it added.

Cawthorne Now Producing Condensing Units And Packaged Window-Sill Conditioners

Firm Developing 1½ Hp. Console Model

UNION, N. J.—Packaged ¾-hp. window-sill air conditioning units and ¼, ⅓, and ½-hp. condensing units have been developed and are now being turned out by C. C. Cawthorne & Co., Inc., here, the firm announces.

It is also announced that the concern is presently perfecting a 1½-hp. console model air conditioner.

Cawthorne's window-sill conditioner, called "Kool-Aire," is described as "a complete conditioning system which circulates cool, dry, filtered air in summer and provides perfect room ventilation in winter."

"The Kool-Aire, a ¾-ton unit, automatically draws in outside air, filters it, and circulates the precise amount to give a complete conditioning every 10 minutes," the company claims. "A 15° difference in temperature between the outside and inside air is always maintained in hot weather. . . ."

¾ Ton 'Kool-Aire' Window-Sill Conditioner.

* * *

According to the firm, the unit can be plugged into any electric outlet. Additional thermostatic control is available.

Cabinet dimensions are given as 22 in. high, 22 in. wide, and 16 in. deep. Actual reduction of glass height is said to be 11½ in.

The power unit, it is stated, "is constructed of the same materials and with the same precision as the modern airplane engine and runs in oil." All parts that the refrigerant comes in contact with are said to be of solid copper construction.

Cawthorne's Newly Developed Condensing Unit.

* * *

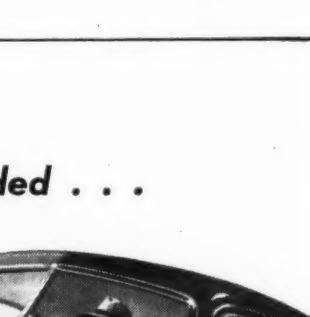
Carl J. Goger, vice president in charge of sales, reports that the conditioners and condensing units are being produced in a plant with an area of about 60,000 sq. ft.

"At our peak load, we employ between 450 and 500 people, which would enable us to produce approximately 20,000 air conditioning units and an unlimited amount of condensing units per year," Mr. Goger states. But, he adds, current production is limited by the shortage of fractional horsepower motors.

The regular distributor-dealer system of marketing has been established for both products, he explains. Some export sales of the condensing unit and compressor have been made.

In addition to Mr. Goger, officials of the company are Chester C. Cawthorne, president and general manager; Robert E. Torborg, vice president in charge of production; and M. E. Cawthorne, secretary-treasurer. The firm, located at 1100 Morris Ave., also manufactures tools, dies, and special machine products.

THE CAB THAT "BREATHES"—fresh air is *drawn in* from the outside—heated in cold weather—and used air is *forced out!* It's roomier, much more comfortable, with 12 inches more foot room—eight inches more seating space!



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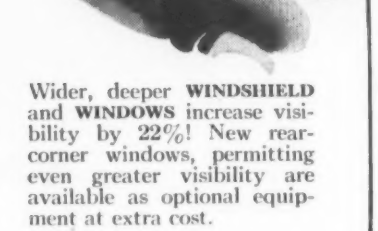

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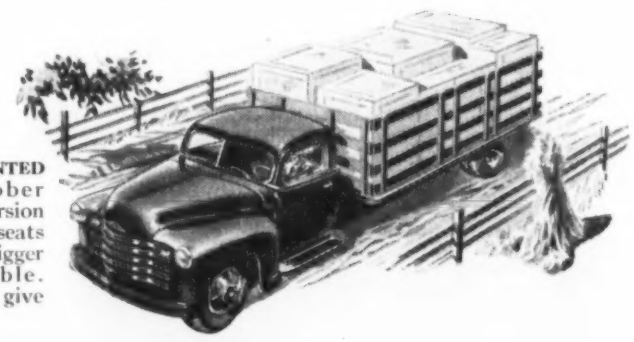

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Figure based on pint quantities. Only slightly higher for smaller quantities.

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4 oz. container. Treats 32 lbs. of refrigerant .....$ 3.00
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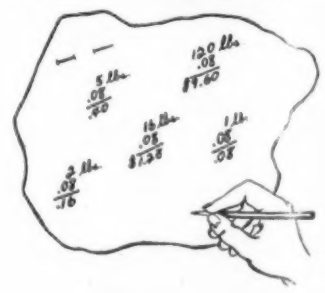

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Refrigerated Blood Bank, Specially Engineered for the Job, Saves Lives and Staff's Time In a Kansas City Hospital

KANSAS CITY, Mo.—Menorah hospital here has just released figures covering the first three months of operation of its new blood bank refrigerator.

Prior to installation of the bank, the hospital had filled its requirements for whole blood for transfusions through the use of donors, who furnished blood directly to the patients. The use of donors in this manner has certain major disadvantages in comparison with the use of blood drawn in advance and available on call as needed:

a. It predisposes the physician or surgeon to use whole blood only as an emergency measure rather than as an easily available therapeutic measure.

b. It is unreliable in emergencies, particularly when the rarer blood types are needed.

c. It involves more preliminary work at the actual time of transfusion.

The hospital has found that the blood bank largely eliminates these major objections. The physician or surgeon, knowing that blood is as readily available as the simplest pharmaceutical prescription, uses it more freely; and the hospital, by having a reasonable quantity of blood on hand at all times, is immediately able to meet any reasonable needs.

Dr. David Littauer, Director of the Hospital and Dr. Robert Koritschener, Director of Laboratories, who supervise blood bank operations, made a careful study of the probable requirements and laid out the general program, both as to engineering and scope of operations, before the bank was installed.

How the Use Increased

Their predictions have proven to be extremely accurate. The use of whole blood has increased almost in a straight line since the bank was put in; yet the bank, relatively small and easy to operate, is still considered large enough for all foreseeable needs except in the instance of a major disaster.

The blood bank refrigerator itself has a number of special features. The Koch Refrigerators Co., located in North Kansas City, Mo., which has engineered many blood bank installations over a period of years, was called in by Menorah hospital authorities after the preliminary requirements had been mapped out by Doctors Littauer and Koritschener. Koch engineers, after making an exhaustive study of the most recent techniques developed in the field of blood banking, combined their findings with the most recent developments in refrigerator design and the control and recording of temperature and produced an installation that has many new and unique features.

Selecting the Equipment

After an examination of the basic requirements, the engineers determined that a standard Koch Model 4725 refrigerator was ideally suited for the application. Koch officials had decided after the war an adaptation of these all-welded stainless steel refrigerator series built for the Navy could be produced economically enough that it would admirably suit certain civilian requirements. Model 4725 was the direct result of this program.

This refrigerator, being of all-welded all-steel construction, without the use of any wood whatsoever, is especially suited for hospital requirements, where sanitation is of the utmost importance. Stainless steel, the material chiefly used, is growing in popularity for hospital use; and it, too, was an important factor in the determination of the cabinet to be used.

The refrigerator has a capacity of over 200 600cc (just over one pint) bottles of whole blood even though it occupies only about 10 sq. ft. of floor area. It was determined that this capacity was ample to take care of any foreseeable needs, including a planned doubling of the hospital facilities.

The only change made in the cabinet proper by Koch engineers was the substitution of a double-capillary type of temperature control for the standard pressure control.

In addition to the change just mentioned, Koch engineers specified several features which do not affect the operation of the cabinet, but which immediately notify hospital authorities of any undue variation in cabinet temperature, and which assure complete records of cabinet temperatures.

Equipped with Warning Light

The cabinet was accordingly equipped with a warning light operated by two special thermostats. One turns on the light if cabinet temperature goes too high; the other turns it on if cabinet temperature goes too low. Each of these thermostats has a differential of less than ¼ of 1° F., which means that the warning light is turned off automatically as soon as cabinet temperature moves back into the zone of safe operation.

At the present time, the light is the only warning signal in use, but the system is so designed that a buzzer or other audible signal can be inserted very easily and quickly without disturbing the operation of the cabinet.

Finally, a temperature recording device was installed with the cabinet so that a permanent record of cabinet temperature would always be available. This temperature recorder uses 24-hour charts and is hand-wound, with a 24-hour mechanism. When the chart is changed each day, the nurse who makes the change also winds the clock. A hand-wound mechanism was selected so that a permanent record of cabinet temperatures would be kept even if a power failure cut off all electricity.

System on Transfusions

The hospital blood transfusion system has been so carefully set up that the possibility of mistakes of any kind is reduced to the absolute minimum. Wherever possible, "one-time" appartus is used. Flasks that contain the blood, for example, are used only once and are then discarded. Much of the other transfusion equipment, flexible tubes, etc. are also used only once. In addition, each bottle is carefully numbered and labeled before being placed in the refrigerator and is rechecked before use.

All temperature recorder charts are dated, certified, and filed so that if desired, the complete history of any bottle of blood is readily available, showing date of withdrawal from donor, results of tests, date of insertion into the refrigerator, date of withdrawal from the refrigerator, temperature of the refrigerator at any time between those dates, and results of pre-transfusion tests.

As an added precaution, the refrigerator is kept padlocked at all times and is opened for blood bank purposes only. Nothing but whole blood is ever stored in the cabinet.

The actual figures for the three months of operation balanced against the monthly averages during the period *before* the installation are extremely significant. The hospital has a capacity of approximately 160 beds. During the period prior to the installation of the blood bank, an average month showed 35 to 40 transfusions, with the highest month running not over 50.

During the first three months of operation, 207 transfusions were given from the bank, in addition to 28 transfusions where professional donors were used.

In order to provide blood for the 207 transfusions, it was necessary to put into the bank at various times during this period a total of 262 pints of blood. Of this total, 39 pints were discarded as unsafe due to the length of time (over two weeks) they had been in the bank, and three additional pints were discarded because tests showed them unusable.

The above figures relating to the experience at Menorah hospital are matched by the experience of many other hospitals. Even those that have been operating blood banks for a period of years report that there is still a continued growth in the use of whole blood and that this is not entirely traceable to the recent increase of hospital facilities.

In connection with this increased use of whole blood, it is extremely interesting to note that Menorah hospital has not decreased its use of blood plasma, which has remained constant at an average per month of approximately 30 pints.

The matter of maintaining an adequate supply of blood in the bank at all times has not been a difficult one even though blood is kept for only two weeks and then discarded.

When the bank was first opened, volunteers supplied the initial requirement. Since that time, an ingenious method of pricing transfusions has worked so satisfactorily that at no time has there been an inadequate supply. The hospital makes a flat charge for testing for transfusions, and then offers a sliding scale of payments, with the rate determined by the number of donors supplied by the patient.

For example, a patient who supplies three donors whose blood is acceptable for use in the bank, regardless of blood type, receives one transfusion of the correct type of blood from the bank without any charge except the flat fee for tests. On the other hand, a patient who supplies no donors pays the maximum amount.

Menorah hospital is extremely enthusiastic about its new venture and offers to supply additional information to anyone who is interested.

An Item Needed In Modern Hospital Practice

Use of this Koch blood-bank refrigerator has improved blood transfusion methods for the Menorah hospital in Kansas City. During the first three months it was in operation, 207 transfusions were given from the bank. The temperature recorder on the wall, connected to the refrigerator, is hand-wound to assure that it stays in operation even during a power failure.

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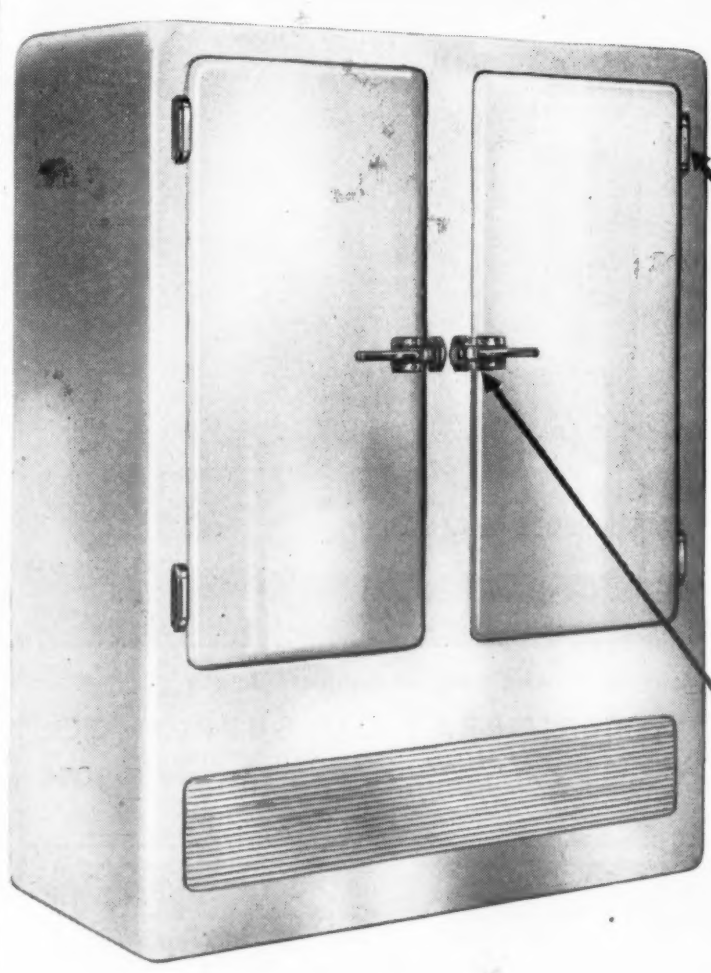

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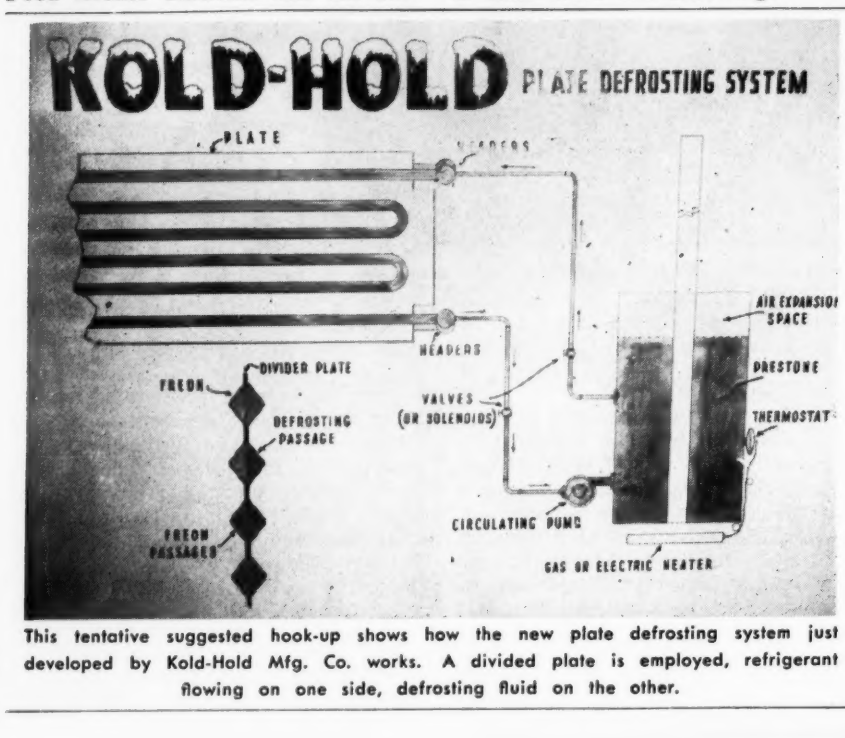
What's New

New Products Featured at Kansas City Locker Show

KANSAS CITY, Mo.—Prompt delivery rather than new products was the chief talking point of most of the 100 exhibitors who displayed their wares in the arena of the Municipal Auditorium here during the recent annual conventions of the Frozen Food Locker Institute and the National Frozen Food Locker Association.

Some booths, however, did feature new equipment, which included home freezers, a reach-in locker plant, frozen food cases, temperature recorders, and the like. Among the companies who had something new to offer were the following:



This tentative suggested hook-up shows how the new plate defrosting system just developed by Kold-Hold Mfg. Co. works. A divided plate is employed, refrigerant flowing on one side, defrosting fluid on the other.

Plate Defrosting System Unveiled by Kold-Hold

First showing of a new plate defrosting system attracted considerable attention at the booth of Kold-Hold Mfg. Co. This new defrosting setup is applicable to locker plants and other applications.

Plates employed in this system consist of two serpentine sections with a flat divider plate brazed between them. Refrigerant normally flows on just one side. Headers on the other side are connected to lines which circulate a warm defrosting fluid through this side of the combination plate at intervals predetermined by a timing mechanism.

With this new plate defrost system, defrosting can be done automatically instead of the conventional method of scraping frost from plates by hand, it is said.

Details of the defrost liquid circulating system have not yet been released by the company, nor has Kold-Hold announced when the plates will be available.

Open Midwest Cabinet Has 16-Cu. Ft. Storage

Midwest Industries, Inc., which has succeeded the firm of Gamble & Hawley, Inc., displayed a home freezer and a retail frozen food cabinet under the name "Locker-Freeze" and also showed a six-can wet type stainless steel milk cooler.

Designed for open top operation, the Model LF-16 retail cabinet provides 16 cu. ft. of space and measures 57 in. long, 34 in. high, and 29 in. deep. Five cross-sectional plates divide the interior into four compartments. A ⅓-hp. unit supplies refrigeration. A panel along the back permits a display of price cards for the products on hand.

The 20-cu. ft. home unit shown was the company's Model 20.

McQuay Features Panel Blower, Locker Freezer

A new panel type blower unit equipped with "ripple-fin" coils was included in the McQuay exhibit. Designed for "Freon-12" or methyl chloride, this unit is rated at from 80 to 355 B.t.u.

Although not a brand new item, the featured item in the McQuay booth was a Model X "Zeropak" unit fitted with clear plastic doors to show the interior. This machine is a combination sharp freezer and locker room cooling unit.

* * *

Midwest Plays Up Its Open Frozen Food Case

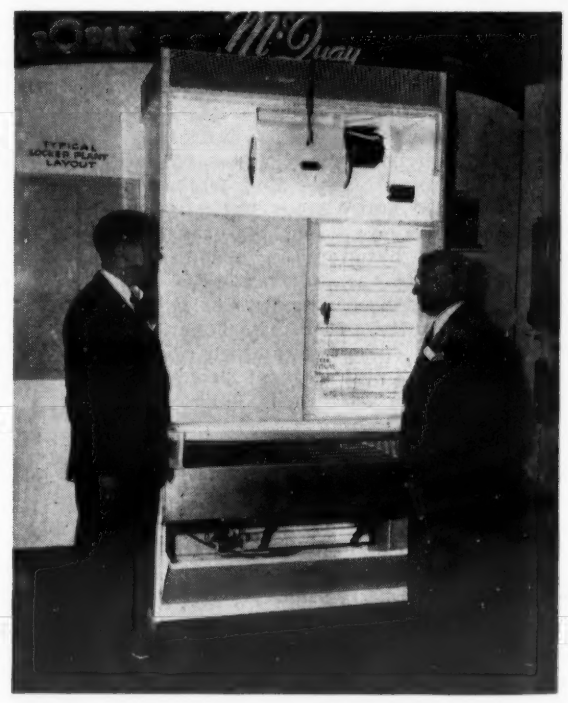
Gerald Hawley, president of Midwest Industries, checks the temperature of frozen foods displayed in his company's new 16-cu. ft. open-type frozen food cabinet.

'Freon-22' Now Used In Coolerator Unit

Operation of its 15-cu. ft. heavy-duty freezer with "Freon-22" and a smaller motor was an important talking point of the Coolerator Co., which set up its display in conjunction with Enterprise Wholesale, Inc., distributor here.

Use of "Freon-22" permits a ¼-hp. motor to be used instead of the ⅓-hp. motor previously used, thus cutting power costs, the company claims. Separate freezing compartment in this freezer has a volume of 1.82 cu. ft., while the storage compartment contains 13.28 cu. ft.

Adaptability of this cabinet for use as an open-type retail frozen foods cabinet was also featured in the display. The lid can be kept in the upright position and signs listing frozen foods and prices attached to the inner surface of the lid.

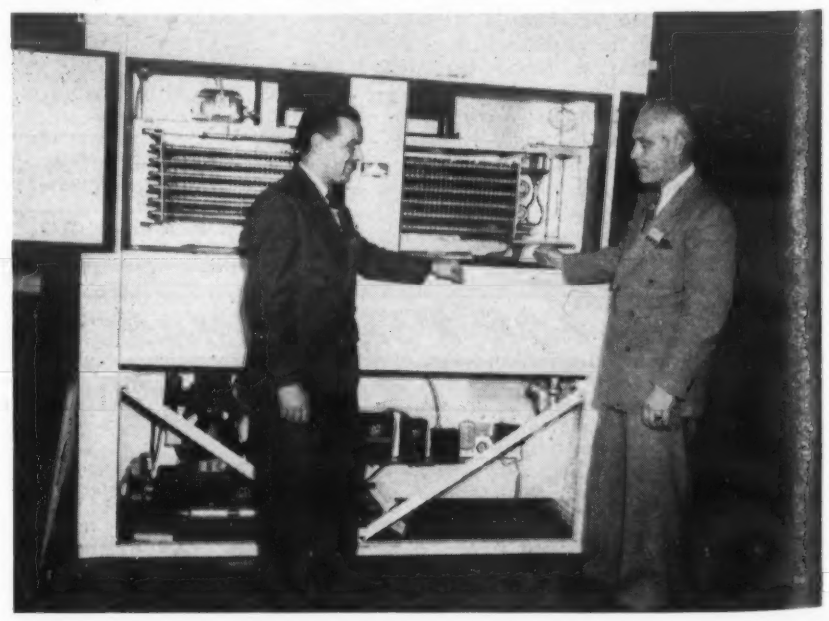


C. L. Benson (left), of McQuay and H. D. Hostetler of Harvey's Food Locker, Garden City, Mo., examine an improved version of McQuay's Model X "Zeropak" unit at the Kansas City locker show. This unit refrigerates the locker room and also contains a sharp-freeze compartment.

Stainless Steel Reach-In Highlights Koch Display

A wide variety of butchering equipment for the locker trade took up most of the Koch Butcher's Supply display, but a model of Koch Refrigerators' 25-cu. ft. stainless steel reach-in was also featured.

The unit shown, Model 4725, is powered by a ¼-hp. condensing unit and a small blower coil. As Model 4721, this refrigerator is also available with a large ice cube compartment with a capacity of 216 ice cubes. Trays may be removed to provide storage for frozen foods. Model 4721 has a ⅓-hp. unit.



The "business end" of a Model 610 Iceberg locker unit, on display at the locker show, won a lot of attention from visitors, report G. T. Rostock (left) of Arcticaire Refrigeration Co., Kansas City, Mo., Iceberg distributor, and Fred C. Margolf of the Iceberg company.

New 1948 Credenza Model

Improved Quality Features You Can Promote Profitably Now

- Size, closed: 42" wide, 42" high, 18" deep
- 42 large ice cubes in one freezing
- Over 3½ cu. ft. of refrigerated storage
- Concealed liquor compartment
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Universal Cooler hermetically sealed ⅛ H.P. Condensing Unit warranted for one year.

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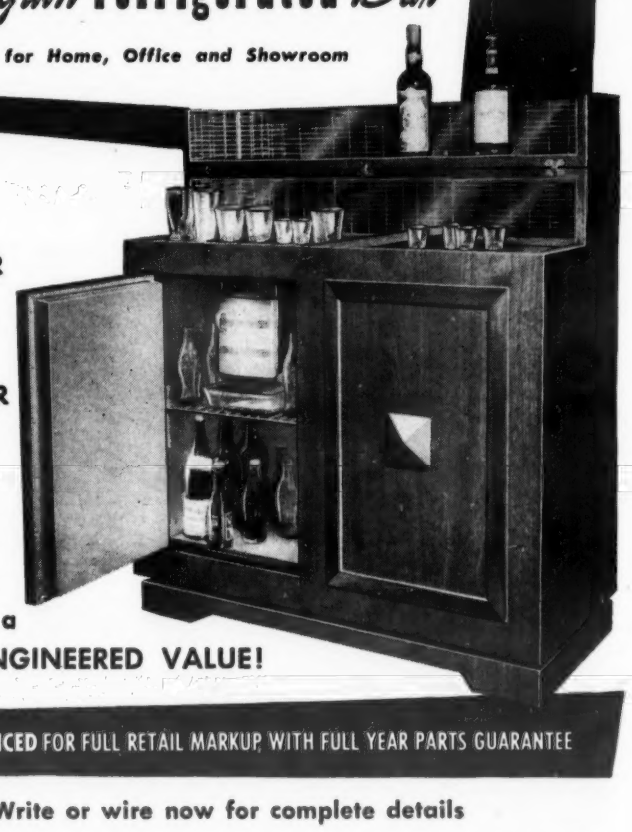

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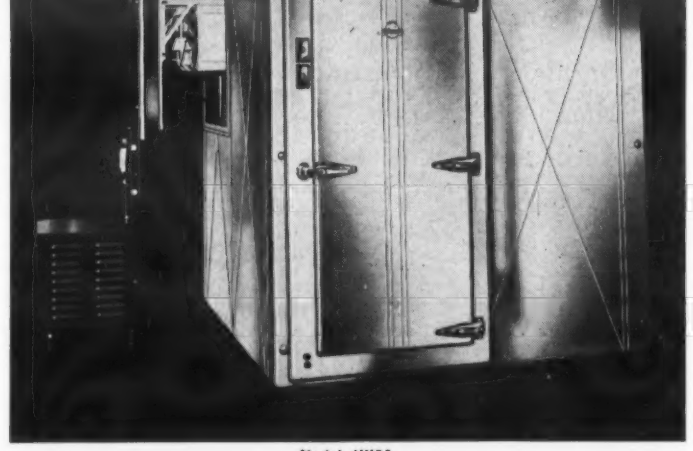

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Manufacturers of beverage coolers, luncheonette cases, low temperature walk-in coolers and other items.

What's New (Cont.)

Miss L. Sheimo, Philco home economist working out of the Kansas City office, demonstrates the control on the new 7½-cu. ft. upright freezer which Philco featured at the locker show. This new model won't be on the market until next January.

* * *

Philco Reveals Its New 7½-Cu. Ft. Upright Unit

Although not scheduled to reach dealers before next January, a new 7½-cu. ft. upright type home freezer was featured in Philco Corp.'s display. Designated as Model AV75, this freezer is divided into three horizontal compartments, each of which is fitted with two-position glass doors and sloping shelves. These features are claimed to reduce cold loss.

Top compartment is intended for freezing or storage while the two lower sections are designed for storage only. Temperatures of -15° to 25° F. are claimed, using a ⅛-hp. hermetic unit. Temperature control dial, automatic warning bell which rings at 12° F., built-in thermometer, and built-in lock are other features. Over-all size of the cabinet is 63⅞ in. high, 27⅜ in. deep, and 33 in. wide.

Besides this new model, Philco also displayed its chest type freezers in the 2½ and 5-cu. ft. sizes.

Bernard Strang (right), sales manager of the Yoder Co., discusses the refrigeration plate situation with George E. Lewis (left), contractor from Phillipsburg, Kan., and E. L. Tramposh of Refrigeration Equipment Co., Kansas City parts wholesaler.

Carrier Conditioner In ¾-Hp. Size Makes Bow

Carrier Corp. took advantage of the locker show to exhibit for the first time its new ¾-hp. window-type air conditioner. Over-all design of this conditioner is not new, however, but formerly this model had been made only in the ½-hp. size.

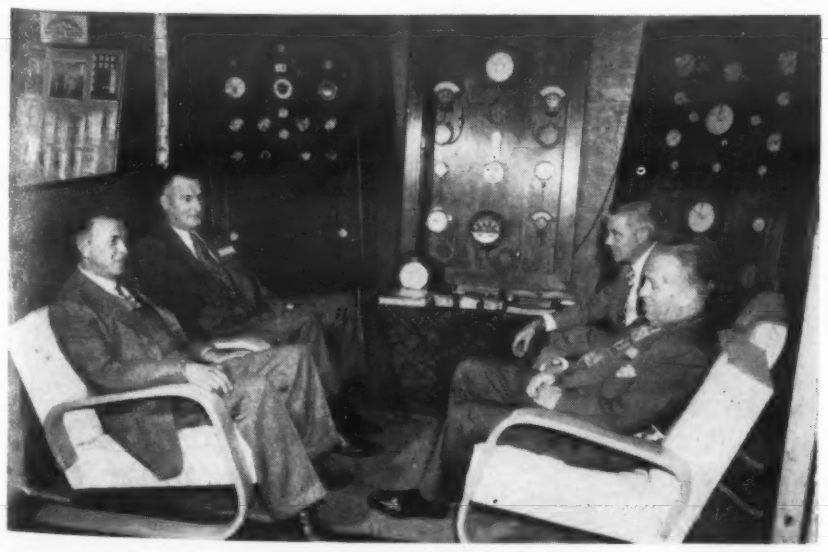
With the exception of a small humidifier unit, other Carrier products on display were aimed at the locker industry. These included a 25-hp. direct-driven "Freon" compressor, a 5-hp. "Freon" belt-driven unit, and a ½-hp. air-cooled "Freon" machine. Two "cold diffusers" were also on display, along with the 15-cu. ft. model from its upright home freezer line.

Recording Thermometer Designed for Locker Use

Another first showing at the locker exhibition was the new locker room temperature recorder being marketed by Manning, Maxwell & Moore under the name "American."

Mounted in a white enamel rectangular case, the recorder uses a seven-day, 10-in. chart and covers a temperature range from -30° to 70° F. in 1° graduations. Drive mechanism for the chart is optionally spring wound or electric. Mounting bracket for the temperature bulb and 10 ft. of stainless steel connecting tubing are supplied with the recorder along with charts, pens, and ink.

Case of the recorder is fitted with a padlock to prevent tampering.



Electric Auto-Lite Co. showed several refrigeration items at the locker show, but here the crew rests with a neighbor-exhibitor. From left to right are J. O. Harvey of Frosty Foods Equipment Co., L. B. Murphy, sales manager of Auto-Lite's instrument and gauge division; Thomas Murchie, and R. R. Hopkins, also of Auto-Lite.

Amana Society Restyles Its 5-Cu. Ft. Freezer

Some changes in the exterior appearance of its Model 50 5-cu. ft. home freezer have been made by the Refrigeration Division of the Amana Society, whose display featured two Model 50's and two Model 110's, the latter being 10-cu. ft. sizes.

Changes made in the Model 50 do not alter its operation, but simply give the box the same styling as the larger Model 110.

American Body Readying New Frozen Food Trucks

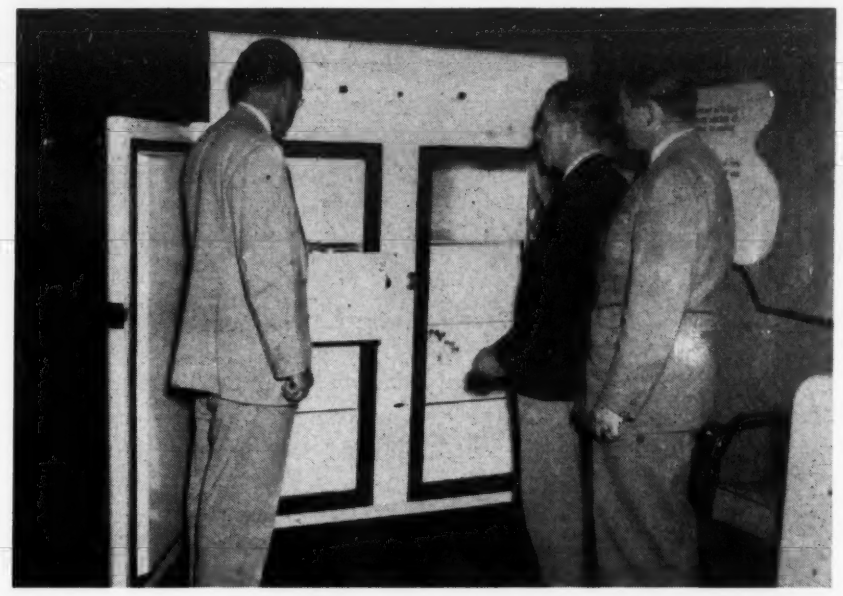
Cut-out photos of its new custom-built refrigerated trucks for the frozen food delivery trade were featured by American Body & Trailer, Inc., veteran manufacturer of refrigerated ice cream bodies and trailers.

Design of the frozen food trucks has not been finally determined, but hold-over plates will generally be employed, the company announced. Refrigeration can be supplied either through remote hookups or with the condensing unit mounted in the truck body.

George-Ann Co. Shows Reach-In Locker System

Models of a sectional, reach-in type locker plant designed so it can be erected in any room were shown for the first time by the George-Ann Co., temporarily located at Seattle, Wash.

Each section is 8 ft. high, 6 ft. 3 in. wide, and 4 ft. long, and provides 120 cu. ft. of refrigerated storage space,



York Corp.'s 35-cu. ft. frozen food cabinet is here being described for Clarence R. Lucas (left) of the U. S. Fish & Wildlife Service by H. A. C. Smith (center), York zone engineer, and Leon E. Kinley of York's sales planning.

60 cu. ft. on each side. Large doors on each side open to the locker section which can be divided into 12 10-cu. ft. lockers or 16 7½-cu. ft. lockers with individual inner doors.

These cabinets are designed for remote installation of condensing unit connected to a blower coil unit mounted in the end section. The blower supplies cold air to the sections through a duct incorporated in the top of each section, air returning to the blower along the bottom.

Lockers can be omitted from one or more sections to provide freezer space or chill and age compartments.

Among the advantages claimed for this development are that it eliminates the need for patrons to enter a cold locker room; it can be installed in convenient shopping centers, and that it will be easily accessible to patrons.

Shirley Rolfs Introduces Locker User's Handbook

Shirley Rolfs, home economist and author of the book *Freezing Foods at Home,* offered a new booklet entitled *Locker User's Handbook.* As the name implies, the booklet contains basic data on frozen foods plus suggestions for locker plant patrons and users of home freezers. It is intended primarily for distribution to locker patrons.

More VALUE SALES PROFIT
Realizing that 80% of all frozen foods are sold on the spur of the moment, ULTRA-COLD has designed their cabinets to offer the most attractive display of frozen foods possible... the best point-of-sale advertisement for increasing sales. There is no trick to selling ULTRA-COLD Freezers... their modern, sales stimulating features make ULTRA-COLD a must with smart merchants.
30 INDIVIDUAL UNITS TO CHOOSE FROM FOR COMMERCIAL, FARM AND HOME USE
MODEL 112 DBL (illustrated) Display Back Freezer Approximately 22 cubic feet or 775 lbs. capacity
Length 64", Width 30", Height 53".
2 Clear 100% Vision Lucite Sliding Doors. Display back has full view mirror. Flourescent lighting, and price card rack.
Finish: Exterior, all natural polished metal or natural top with white sides made of Stainless steel and 3 S-aluminum.
5" of fibre glass and vermiculite insulation. Finger-tip thermostatic control. Automatic Expansion valve. Heavy duty commercial type condensing unit. 110-220 volt 50 or 60 cycle single phase. Refrigerant Freon. Adjustable cabinet dividers.
Write today for further details on how to handle the profitable ULTRA-COLD line.
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ULTRA-COLD INCORPORATED • 2615 EXPOSITION PLACE • LOS ANGELES 16, CALIFORNIA

One of a series from

The KEY to AIR CONDITIONING

by James J. LaSalvia

Editor's Note: Further information on how to design and figure a refrigeration storage system for use in some air conditioning applications is presented in this instalment. Next week, the author will discuss the use of ice for air conditioning and will present comparative cost figures on ice and mechanical refrigeration as employed for comfort cooling jobs.

Refrigeration (Con't)

CAPACITY OF PUMP, WATER STORAGE TANK

An air washer or water cooling coils may be used in the air conditioner.

In selecting the water-cooling coils under this system, it is best to assume water entering the coils at 45° F. and leaving at 50° F., which is a 5° rise.

Now if we have 35° water in the tank, and water coming back to the tank at 50°, it can be assumed that the water has been used three times in the coil, each time with a rise of 5°. For instance, at the start 35° water enters the coils and leaves at 40°; it enters again at 40° and leaves at 45°; and the final use is when it enters at 45° and leaves at 50°, when it is sent back to the tank. This is accomplished automatically by the three-way mixing valve.

The amount of water used through the cooling coils in the air conditioner is:

$$\frac{686{,}060 \text{ B.t.u.}}{500 \times 5^\circ} = 274 \text{ g.p.m.}$$

The capacity of the circulating pump is 274 g.p.m.

The compressor operating all day will produce betwen 1 p.m. and 11 p.m. 227,637 B.t.u. x 10 hours = 2,276,370 B.t.u., which will be used at the time or stored up, depending entirely upon the demand. The difference between the total load and this figure will have to be made up from 11 p.m. to 1 p.m. and must be all stored up.

Therefore:
4,552,730 B.t.u. total load
2,276,370 B.t.u.

2,276,360 B.t.u. must be stored up.

The total water storage would then be:

$$\frac{2{,}276{,}360 \text{ B.t.u.}}{8.3 \times (50^\circ - 35^\circ)} = 18{,}300 \text{ gallons.}$$

SIZE OF STORAGE TANK

$$\frac{18{,}300 \text{ gallons}}{7.5} = 2{,}440 \text{ cu. ft., the}$$

volume of water.

A tank 30 ft. long by 15 ft. wide and 5 ft. 6 in. high would suffice to hold the water, but an allowance must be made for the evaporators, which are in the water, and that an extra foot in height should be added, making the tank 30 ft. long by 15 ft. wide and 6 ft. 6 in. high.

The water in this case would be about 6 ft. high in the tank.

SIZE OF EVAPORATOR COILS

The evaporator coils should be of extra heavy black steel pipe and shaped like a trombone, to allow for expansion and contraction.

Table 2 should be used to find pipe factor.

From Table 2 we can get the lineal feet of pipe to be used for water with agitation or no agitation. Either can be used. If agitation is used, an agitator must be provided to keep the water moving at all times.

Let us assume in this problem to operate with no agitation, using a 1 in. diameter pipe. And as we are to operate at a 19° refrigerant temperature, the pipe factor is 1.5 lineal feet of pipe for each 100 B.t.u. load.

The lineal feet of pipe would be:

Table 2—Lineal Feet of Dry Expansion Pipe for Liquid Cooling, Required to Absorb 100 B.t.u. of Refrigeration per Hour

Desired Liquid Temp.	Refrigerant Temp.	No Agitation Pipe Size ¾ in.	No Agitation Pipe Size 1 in.	Agitated Liquid* Pipe Size ¾ in.	Agitated Liquid* Pipe Size 1 in.	Agitated Liquid* Pipe Size 1¼ in.
50°	36°	1.7	1.4	.53	.43	.34
45°	31°	1.9	1.5	.6	.48	.38
40°	27°	2.2	1.7	.68	.54	.43
35°	24°	2.4	2.0	.83	.66	.53
(35°**	19°	1.8	1.5)	.53	.43	.34

*Agitation is based on velocity of 2 lineal feet per minute of liquid.
**Formation of 0 to ½ in. ice formation on pipe.

$$\frac{240{,}000 \text{ B.t.u.}}{100 \text{ B.t.u.}} \times 1.5 = 3{,}600 \text{ ft.}$$

Assuming six baffles in the tank, therefore, we should have six evaporator coils.

Each coil will have:

$$\frac{3{,}600}{6} = 600 \text{ lineal feet.}$$

Each coil in this case would be 24 ft. between centers of bends, 5-in. centers between pipes in the vertical, and 12 in. between pipes in the horizontal.

EXPANSION VALVES

In this case there will be six expansion valves, one for each evaporator.

$$\frac{240{,}000 \text{ B.t.u.}}{6} \times 1.25 = 50{,}000 \text{ B.t.u.}$$

for each expansion valve.

OIL SEPARATOR

It is necessary in this type of a system to use an oil separator in the hot gas line between compressor and condenser to keep the oil from the suction line and place it back in the crankcase of the compressor.

The suction line in this type of a job is very sluggish. Without an oil separator the oil will lie in the pipe coil evaporator; will not be able to get back to the crankcase of the compressor in sufficient quantities, and may cause trouble.

CONSTRUCTION OF TANK

The tank can be constructed of steel plates, cypress wood, or concrete. Baffles usually are made of wood and are installed in such a fashion that the water will have a long travel from point of entering tank to point of leaving. In this manner stratification between cold and warm water is eliminated, and by moving over each evaporator the water will be the coldest when used.

The tank should be covered with two layers of 2-in. cork slabs, with broken joints. All supply and return piping, including a circulating pump, should be covered with two layers of ¾-in. cold water thickness insulation with broken joints.

AUTOMATIC CONTROL

A thermostat should be installed in the discharge water line of the pump set in this case at 45° F., and should operate the three-way mixing valve, proportioning the tank and return water according to the demand.

The submerged type thermostat set at 35° F. should be installed in the middle of the tank, usually at the leaving end, to operate a refrigerant solenoid valve in the liquid line between compressor and pipe coil evaporators, to cycle the compressor when 35° water has been reached.

Fig. 2 (published in the preceding instalment) shows the design for the above problem of a storage system. This represents one type only, and others with various variations can be adapted.

(To Be Continued)

E. W. Meyers, Jr. Elected President of Trion, Inc.

McKEES ROCKS, Pa.—Election of E. W. Meyers, Jr. as president of Trion, Inc. is reported by Paul W. Aitkenhead, who resigned as president to become chairman of the board.

E. W. Meyers, Jr.

Mr. Aitkenhead, in announcing the election, stated that the company was planning an expansion program to fulfill the demand for the air cleaning devices which the company manufactures.

INCREASING PRODUCTION EFFICIENCY WITH WHISTLER ADJUSTABLE DIES

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738 Military Road Buffalo 17, N. Y.

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* with evaporative condensers, U. S. Patent No. 2,297,928.

OFF THE CHEST

UNFRANCHISED DEALERS ALL OBTAIN APPLIANCES

The Arcadia Music Store
Arcadia, Fla.

Editor:

We have the agency for a major company's line of appliances, which include their refrigerators, and all we can do is to exchange units.

We get so few refrigerators that it is not worth mentioning. Like the automobiles, the gyp houses seem to be getting them. There are three places in Tampa that are not franchised dealers for any make, yet they get all makes and sell them by the carload, while legitimate dealers can't get them.

I looked in their store on one of the main streets in Tampa a few nights ago and they had rows of refrigerators, ranges, water heaters, etc., and advertise prompt delivery.

A. C. POLK, Proprietor

EDITOR'S NOTE: For more on the southern "gray market" in appliances see story on page 1.

NO COMMENT

Shanghai, China

Editor:

Here in China we see some of and hear a lot about Communism and see a lot of Nationalism, and it seems strange why the Big Boys continually try to keep pulling the wool over the eyes of John Q. Public. I note with interest the results in the enclosed article taken from your magazine. F. W. Markland, possibly being very gullible, thinks he has found something wonderful in the articles you published, and he may have. I didn't read them. But I'm willing to wager by best Bamboo Coolie against a year's subscription that all the Facts you presented in your articles did not have as much basic truth as to "Why we should not have Communism," as the letter by Louis Weiss proves that "We should have a radical change in our present system."

One truthful letter like Weiss' nullifies volumes of the baloney that is being dispensed to kid the public. The reason being that regardless of all the propaganda to the contrary, "Actions speak louder than words."

Here in China it's the same way, and even though the Communists are not perfect, they offer the average man (coolie) more than the Nationalists have given them in the last 5,000 years. Though slow, Communism is coming, gradually and in spite of the opposition.

It may not be that Communism is the thing we want or need at Home, but with the Big Industrial Boys playing sneaking cutthroat games like they do, eventually there will be enough Weisses to spread The Light so that even the naive Marklands will get on the right side. I'm not an advocate of Communism as it is practiced in Russia, but nevertheless I'm not an ostrich with my head in the sand, believing that the system being used by Big Business in the States is the best there is.

The only reason that there is so much noise about Communism is that today in the U. S., Communism is the scape-goat for Business the same as the Jew was for Hitler. As long as the people can be kept interested in fighting and blaming Communism for their troubles, the Steel Companies and other industrialists can continue to milk the public and still keep some semblance of respectability before the Marklands. Sooner or later there will be a day of reckoning, the same as in Russia, as is coming in China, and will eventually come to all oppressed people. Maybe the Russians are getting a bad deal, I don't know, but who isn't?

It seems to me that the simplest way to counteract Communism would be to show the people by actions that our system is better. Propaganda doesn't prove anything, nor improve anything and sooner or later the innocent and faithful wake up.

All you have to do is print a few more letters like Weiss' and you will be brought before the Congressional "Un-American Committee" and thoroughly harrassed by our patriotic lawmakers, The Honorables Rankin, Bilbo, Hoffman, Wheeler, and a few more, all The Peoples Choice representatives.

When I hear the double-talk going on year after year by scientists, educators, clergymen, medics, politicians, economists, and industrialists it scares me to think of the future for my children or my children's children, all of which misery would be entirely unnecessary if even a few men in high places had the courage and strength to be wholly honest and truthful.

I believe that it is almost impossible for a wholly honest and truthful man to attain a really high position, because of the methods that must be used to scale the heights. For several years I've been in positions where I've been able to observe very closely the tactics used by successful leaders.

I don't ever expect to occupy a really high position because I've discovered that occasionally I sympathize and really feel sorry for the lowly under-dog and show it.

Here's hoping the demands for reprints of letters like Mr. Weiss' become more frequent than the demands for reprints of the "Wake Up America" drivel.

L. G. LEGLER

IT'S A DILLY!

Farm and Home Appliances
Richmond, Va.

Editor:

May we have your permission by Western Union to reprint your editorial of Sept. 15 regarding home freezers for circularization to 300 appliance dealers? Have read your "One Foot In the Door." It is a dilly.

J. M. FROLIO

STEFFEY WAS PATTERSON SALES MGR. 15 YEARS

General Equipment Co., Inc.

Editor:

Being an old NCR man I enjoyed very much your book "One Foot In the Door." A lot of the stories I know but still they made interesting reading. Then naturally there were some stories you were unable to get, but I was a little surprised that you did not mention Charlie Steffey, who was sales manager for NCR for 15 years—I guess the longest on record, in your book.

No doubt he could have given you some additional stories first hand as I guess he was closer to the Old Man and also Freddie than most of the others. For your information Mr. Steffey is now with the Osborne National Co. in Cincinnati.

B. C. MCCALL

TIMELY, INTERESTING

International Harvester Co.

Dear Editor:

I would like your permission to reprint the Editorial, "Double-Barrelled Opportunity for Specialty Dealers: The Home Freezer."

This is a very interesting and timely article which I would like to pass along to our organization, both company and dealer.

M. F. FLUHART

COMPLIMENTS IN ORDER

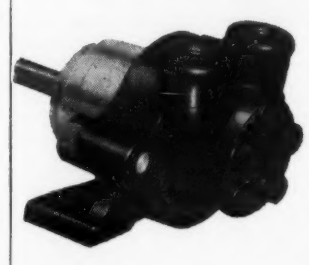
Willoughby, Ohio

Editor:

I wish to compliment you on your editorials, and the high standard of the NEWS as a whole.

GEORGE O. R. LINDGREN

NO PLACE FOR LEAKAGE HERE



Leakage can be costly in pressure lubrication, too. That's why Tuthill small pumps are used more and more for this important service. Tuthill pioneered the leak-free pump and today's models are protected by the most effective mechanical seal Tuthill has ever built. Besides this you get quiet operation, minimum power consumption, proved durability and long life. Capacities up to 3 g.p.m. at pressures up to 400 p.s.i. Write for bulletin on Tuthill small industrial pumps.

TUTHILL PUMP COMPANY
939 East 95th Street, Chicago 19, Illinois

DOUBLE COOLING CAPACITY FROM YOUR PRESENT EQUIPMENT

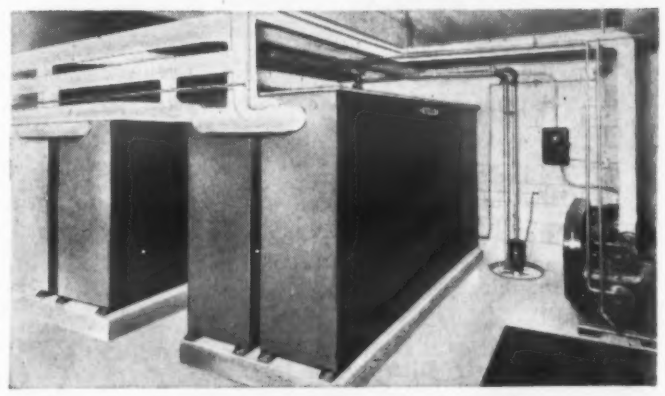
WITH McQUAY ICY-FLO ACCUMULATORS

STORE "PEAK-HOUR" COOLING IN OFF HOURS . . . .

You can add over 100% extra cooling capacity to your present system *without* changing your present high side equipment. McQuay ICY-FLO Accumulator stores "cold" during idle hours, on low power rates, when your compressor is normally shut down. "Bonus" capacity, built up in one or more Accumulator sections during off hour periods, can be utilized later in hours of peak demand.

Manufactured in a standard size unit, the ICY-FLO Accumulator can be regulated to discharge at varying rates from 1 to 25 tons per hour. Besides adding low cost capacity to existing installations, McQuay "ICY-FLO" units now make it practical and economical to bring the advantages of air conditioning to applications where cooling is necessary only for short periods. Short hour cooling requirements are now being met in such installations as churches, mortuaries, specialty shops, restaurants, etc. Write McQuay for bulletin 105. Representatives in principal cities.

FOUR BANK ACCUMULATOR INSTALLATION



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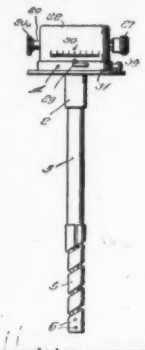
VALVES, FITTINGS and ACCESSORIES
For All
Refrigeration and
Air Conditioning Systems
146
Superior Valve and Fittings Co.
PITTSBURGH 26, PENNA.

PATENTS

Weeks of July 22 & 29

2,424,250. THERMOSTATIC REGULATOR. Nathan Morris, Silver Spring, Md., assignor to American Instrument Co., Silver Spring, Md., a partnership composed of William H. Reynolds and Leopold Freeman. Application May 5, 1944, Serial No. 534,315. 7 Claims. (Cl. 200—138.)



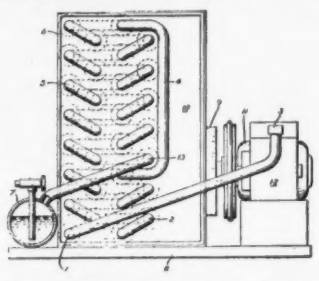
1. A thermoregulator comprising in combination a supporting frame, a thermosensitive element supported by said frame, an angularly adjustable casing supported in said frame, contact members supported by said adjustable casing, a contact device disposed within said adjustable casing and controlled by said thermosensitive element for operation with respect to the aforesaid contact members, said casing having an annular groove adjacent the base thereof, a flat spring member carried by said frame and extending into said groove and an adjusting screw extending through said frame and engaging said flat spring for forcing said flat spring member into frictional locking engagement with the groove in said adjustable casing for maintaining said casing in a predetermined position in said frame.

2,424,268. HUMIDIFIER. William R. P. Delano, New York, N. Y., assignor to Richard Delano, Inc., Setauket, N. Y., a corporation of New York. Application April 15, 1944, Serial No. 531,270. 6 Claims. (Cl. 219—45.)

2. The combination of an electric lamp having an elongated base provided with threads on the lower end thereof, a liquid container surrounding said elongated base and a wick of fibrous material having one end extending in the liquid in said container and the other end in direct contact with said lamp whereby liquid drawn from said container through said wick will be evaporated by the heat from said lamp without materially reducing the illumination therefrom.

2,424,287. REFRIGERATION CONDENSER-RECEIVER. Peter Schlumbohm, New York, N. Y. Application Oct. 20, 1943, Serial No. 506,953. 4 Claims. (Cl. 62—115.)

1. Refrigeration condensing unit, comprising a metal base, a condenser formed of tubular sections mounted in horizontal rows, vertically superposed within a condenser-frame, a receiver tank for receiving condensed liquid refrigerant leav-



ing said condenser by gravity flow, and tubular means connecting the outlet of said condenser with said receiver; said condenser frame and said receiver tank being mounted on said metal base with the bottom of the frame and the bottom of the receiver on the same level; said tubular means descending from a particular row of said tubular sections above the top of said receiver; the rows below the entrance to said outlet forming an ascending tubular path for superheated vapors having an inlet at the bottom of the lowermost portion of said path and an outlet below the region of said particular row, and an ascending tube connected to the second mentioned outlet and to a tubular section in the top of said sections.

AVAILABLE FOR LICENSING OR SALE

Pat. 2,138,143. AIR CONDITIONING SYSTEM. Patented Nov. 29, 1938. In this unit an injector operated by water under pressure from a city main or other source functions to both compress and cool the air. Following compression the air is gradually expanded whereby its temperature is reduced and the air and water separated by centrifugal force. The separated air is conducted into a centrifugal drier wherein expansion of the air is completed and any entrained water or moisture is removed prior to discharge of the air into an enclosure. A discharge line for the liquid is provided with a spring pressed valve for maintaining a predetermined discharge pressure. The injector water separated from the air may be reconducted to the injector or diverted for other uses after its pressure has been increased by use of a section ejector. Group 35—84.

Pat. 2,098,378. AIR-CIRCULATING EQUIPMENT. Patented Nov. 9, 1937. Group 35—84.

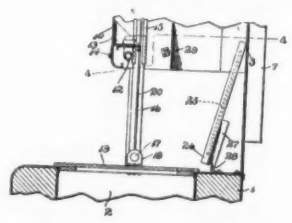
Pat. 2,197,492. AIR CONDITIONING SYSTEM. Patented Apr. 16, 1940. Group 35—84.

In the two patents listed above, air to be conditioned is compressed, cooled, and gradually expanded (with entrained moisture separated out) prior to its discharge into an enclosure. Each unit utilizes a vaned rotor. In one embodiment the rotor is placed in a casing which is of restricted diameter at its center with lobes at opposite sides to provide a compressor chamber at one side of the casing and an expander chamber at the opposite side. Water sprayed into and circulated through the casing seals the ends of the rotor blades when the rotor spins. The spaces between the blades of the spinning rotor vary so that inflowing air is compressed in one chamber and expanded into the other. If desired, the compressed air may be conducted from the compressor and over a cooling coil before being discharged into the expander chamber. In another embodiment the casing may be divided into two separate chambers with separate rotors therein on a common shaft.

Pat. 2,141,855. AIR CONDITIONING SYSTEM. Patented Dec. 27, 1938. In this unit air is conditioned and circulated through a building by a centrifugal fan or blower encased in a spiral jacketed wall through which a cooling medium is circulated. Water may be sprayed from the fan shaft into the path of the air. A radiator in the inlet end of the blower is connected to the jacketed wall to receive cooling medium therefrom. The air is subjected to centrifugal force during its entire movement through the casing. Condensate and the sprayed water are collected on the spiral wall and removed by any suitable means. When water is the cooling medium employed, the radiator is preferably connected to a discharge pipe to spray the roof of the building. Group 35—84.

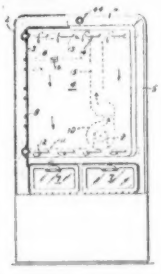
Pat. 2,364,279. AIR CONDITIONING APPARATUS. Patented Dec. 5, 1944. In this unit air is conditioned by a fan having hollow blades through which a cooling medium is circulated. Condensate collecting on the blades is thrown outwardly by centrifugal force into angularly positioned troughs on the ends of the blades and then laterally from the troughs into an annular channel in the fan casing, thus removing the condensate from the path of the air being conditioned. The blades are mounted on a hollow shaft. Each blade has a partition which terminates short of its outer end and divides the blade into two communicating chambers. These chambers communicate with the interior of the shaft through suitable ports so that the cooling medium will flow outwardly through one chamber and then inwardly through the other chamber. Group 35—84.

2,424,715. CABINET HAVING MEANS FOR SUPPORTING A HORIZONTAL CLOSURE IN A VERTICAL POSITION. Clifford B. Shreve, Niles, Mich., assignor to Tyler Fixture Corp., Niles, Mich., a corporation of Michigan.



4. A cabinet comprising a compartment open at its upper side, a normally horizontal closure for said open upper side, a superstructure including a vertical front terminating at its lower edge a considerable distance above the upper side of the compartment, vertical guide means located behind said front, a supporting member traversably mounted in said guide means, means for connecting said closure to said supporting member for rotation on a horizontal axis whereby said closure may be rotated into a vertical plane and elevated to a position behind said front and means for supporting said closure in said elevated position.

2,424,735. HUMIDITY CONTROL APPARATUS. Wilson P. Boothroyd, Philadelphia, Pa., assignor, by mesne assignments, to Philco Corp., Philadelphia, Pa., a corporation of Pennsylvania. Application Jan. 27, 1945, Serial No. 574,951. 4 Claims. (Cl. 236—44.)



1. In a refrigerator, apparatus for controlling the percent relative humidity within a compartment of said refrigerator, said apparatus comprising; an element in contact with moisture-laden air of said compartment and having an electrical resistance characteristic variable in accordance with the amount of moisture present thereon, means for maintaining said element at a temperature lower than the average temperature of the air within said compartment, means adapted to vary the moisture content of said air, and means operable to initiate operation of said moisture-varying means when the resistance of said element has attained a predetermined value.

2,424,870. PROCESS OF FREEZING COMESTIBLES. Charles H. Welling, New Canaan, Conn., and Clarence K. Reiman, Newton, Mass., assignors to Z Pack Corp., Boston, Mass., a corporation of Delaware. No Drawing.

1. A multi-step method of quick freezing comestible units in a loose free-flowing mass, which consists in passing a liquid refrigerant of low viscosity containing sugar over and in direct contact with the unfrozen units, thereby coating each unit with a protective low-vapor-pressure film consisting of a gel-like layer composed of said sugar-containing refrigerant and the juices and pectins of the comestible and preventing appreciable osmosis from the units; continuing the refrigerant contact with the units over a period of time and at a temperature approximating 13 to 18 degrees F. thereby rapidly quick-freezing hard protective outer shells in the units beneath said film, and thereafter completing the quick freezing of the units by contacting them with a refrigerant at a lower temperature which solidifies the units throughout their mass.

(To Be Continued)

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REFRIGERATION AND air conditioning service and installation man. 20 years experience. Commercial domestic low temperatures. Will give best of references. Married have one child. Know the characteristic SO_2 methyl and "F-12." T. S. RABON, 505 Park Avenue, Greensboro, N. C.

REFRIGERATION MAN located near Gainesville, Florida thoroughly experienced on all types of refrigeration work desires connection with company having work in Florida. Service, installation or sales. BOX 2519 Air Conditioning & Refrigeration News.

SALES PROMOTION: Indiana man acquainted with wholesale outlets, experienced with air conditioning, automatic heating, commercial refrigeration. Three years experience with the sale and manufacturing of freezers. BOX 2522 Air Conditioning & Refrigeration News.

POSITIONS AVAILABLE

FACTORY PRODUCTION man assistant to Superintendent with experience in production of commercial refrigerators, coolers, cases, etc., with knowledge of wood and metal construction with firm over 60 years in business. Give full qualifications, references and salary. C. L. PERCIVAL REFRIGERATION COMPANY, Boone, Iowa.

REGIONAL SALES directors with national manufacturer of self contained air conditioning units, condensing units, coils, etc., for Central, South-Eastern and South-Western territory. Air conditioning background and experience essential. Position covers engineering and sales promotional work with dealers and distributors. Give full particulars with recent snapshot. BOX 2505, Air Conditioning & Refrigeration News.

MIDWEST JOBBER 25 years in refrigeration wholesale needs territory salesmen. Salary, expenses and commission. Chance to get ahead. BOX 2511 Air Conditioning & Refrigeration News.

REFRIGERATION & SALES engineer.—College graduate must have complete knowledge and experience in commercial and industrial air conditioning and refrigeration—ammonia and "Freon." Experience must include actual installation, estimate and sales. Written application giving full details as to experience, age, etc. Salary and commission. BOX 2513 Air Conditioning & Refrigeration News.

SALES ENGINEER: Young man desired for estimating and selling ammonia and "Freon" machinery installation, should have technical training and be thoroughly competent, Virginia territory. Write giving full qualifications and experience to BOX 2520 Air Conditioning & Refrigeration News.

EQUIPMENT WANTED

COUNTER FREEZERS wanted for resale: Used freezers, 1½, 2½ and 5 gallon sizes, in good condition. Prefer Taylor but will accept Basitan, Blessing also. No others considered. Write make, size, age, condition and price to BOX 2512 Air Conditioning & Refrigeration News.

EQUIPMENT FOR SALE

MOTORS AND condensing units—available at once—⅛-¼-⅓-½ Universal condensing units with or without motors. Special—six hole ice-cream cabinets with ¼ hp. Copeland units less motors $225. Also beverage coolers, beer equipment, stainless steel reach-in freezers. ALBROD CORP., 319 West 48th St., New York City 19, CI 6-9100.

SACRIFICING NEW equipment. 1½ Betz & Bush cooling coils #35 to 85. 12 Lipman condensing units with motors, ½, 1, 5 HP. Air cooled and water cooled. 25—12" x 144" Stangard plates. 10—22" x 72" freezer plates. Wire or write, BARTON ELECTRIC & REFRIGERATION CO., Dodge City, Kansas.

SELLING OUT: used (as is) and rebuilt Frigidaire and Kelvinator condensing units with new s. ph. capacitor motors. Write for list. EDISON COOLING CORP., 310 E. 149th Street, Bronx 51, N. Y.

QUALITY BOBTAIL fountains; reach-ins, walk-in boxes—wood, metal; dough retarders; double duty cases—stainless steel, porcelain; dairy, florist, bakery cases; ice cream hardening cabinets; thermopane frozen food cases; milk, sandwich coolers; stainless steel back bars; with machines. Equipment made to special order. FRIGITEMP CORP., 931 Bergen St., Brooklyn 16. MA 2-9093.

WALK-IN COOLERS, sectional. Kiln-dried fir throughout. 4 in. fibre glass, natural finish, $.95 per sq. ft. Beer coolers, $.85 per sq. ft. Cooler and freezer doors as low as $36.50. No extra charge for special sizes. Florist boxes. Wholesale only. MIDWEST MANUFACTURING CO., 101 Glenwood, Minneapolis 2, Minn.

1000 MOTORS, FOR sale, from stock ⅝ hp.—3425 RPM—3 ph/230 V. (Underrated—easily equal to ¾ hp.) Ballbearing, for vertical or horizontal. Enclosed Fr. ¾ in. shaft. $30 each. This rugged motor cannot burn out. (Glass insulated wire coils.) MODERN SUPPLY CO., 206 Fulton St., New York 7—CO 7-0100.

SEALED CROSLEY TERMINALS. Installed from the outside in a few minutes without opening the compressor. Corrects leaky terminals on all Crosley "F-12" units. Set of three $5.25 (Part No. 1020). Installation tool 20¢. Immediate delivery. Money-back guarantee. SEALED UNIT PARTS CO., 3097 Third Ave., New York 56, N. Y.

25 HP MERCHANT & EVANS 4 cylinder condensing unit with motor, air conditioning coils, solenoids, etc., complete $1000 FOB N. Y. uncrated. This includes 25 HP General Electric electric motor. SIMON'S REFRIGERATION EQUIPMENT CO., 763 First Avenue, New York 17, N. Y.

½ HP UNITS complete with motor. $98.50. Other models from ¼ HP to 1 HP at new low prices. All units supplied with motors. Send for catalog 742A. BOX 2405 Air Conditioning & Refrigeration News.

BUSINESS OPPORTUNITIES

FOR SALE: Seven years established appliance business, two major refrigerators full line, major small appliances company. Automobile franchise, new building 6000 feet floor space, 104 feet plate glass frontage, located in Southern Illinois. Reason for selling unable to look after business. Further information write IRA BURKITT, Box 352, Fairfield, Illinois.

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10/6/47

'Trial' Sales of Home Freezers & 'Budget Packages' of Frozen Foods Cited as Good Merchandising Practice for Locker Plants

By C. Dale Mericle

KANSAS CITY, Mo.—"Most men like machinery. Why don't you make a show-place of the refrigeration equipment that runs your locker plant," suggested John D. Trullinger, locker plant operator from Portland, Ore., in conducting a clinic on merchandising at the eighth annual convention of the National Frozen Food Locker Association here recently.

"We paint the floor of our engine room every 1½ months and we keep the machines brightly enameled. In fact, we eat in this room. Men patrons see this clean engine room and are assured by its appearance of efficiency that we keep foods under proper refrigeration," explained Mr. Trullinger.

This point, however, was only one of several suggestions for improved merchandising that Mr. Trullinger offered to the interested locker operators attending the clinic.

First Impression Important

"The first impression a customer receives when entering a locker plant is most important. The lobby should be well lighted and painted in warm colors. This likewise applies to the locker room itself," he continued.

"Have plenty of coats and gloves handy for the patrons, as well as boxes for them to put their food in. We keep Kleenex readily available in wall boxes for patrons to wipe off their glasses when they come out of the locker room.

"Some of you may make a charge when the patron forgets to bring the key to her locker. We charge them 10 cents and give the money to the Red Cross. But if you tell the patron you're giving this money to the Red Cross, be sure that you do.

"Keep your place of business 'dressed up.' Clean it every day and keep it spotless.

"Make sure that your locker room doors open easily. Have plenty of light inside and have the exits plainly marked. The aisles should be wide enough so that patrons can get by other customers easily.

"Safety lights, bells, or telephones should be installed so the patrons can call outside the locker room if they need help or become panicky.

"There ought to be a flashlight in a case inside the locker room to reassure locker patrons that they can find their way out in case the lights should go out.

"Paint the walls a bright, gay color that will reflect light. And don't leave wooden walls unpainted, for they'll soon become stained.

"When a new patron comes into the locker room, show her how to use the key, and show her just how the lockers should be packed.

"You and your employes should likewise be careful in filling lockers. If juice spills out of a carton, help the patron clean it up," continued Mr. Trullinger.

"In the office, be sure to have records that are simple, and be sure that they work. These records must be accurate and up to date. Well-kept records will usually answer any complaint from your patrons.

"In our plant if a patron has more food frozen than will go into the locker we put a large 'overflow' notice card in the locker which the patron cannot miss. We also have another large sign promoting 'refills' which we place in a locker when it gets low.

"You ought to name your personnel, too, to promote your plant and your services. For example, no matter what the real name of the girl is who retails frozen foods at our plant, we call her 'Freda Frost' and advertise that name. It helps sales a lot.

"Work up a trade mark and promote it so people will associate it with your locker plant.

"Another important phase of merchandising is to have a girl in the office who knows all the answers," suggests Mr. Trullinger. "When anything new comes up, hold meetings of your help and discuss it with them. Meetings with employes are also wonderful goodwill builders.

"You should keep packaging materials out in plain sight of the patrons, with the various types plainly marked as to price. In the cooler have the beef marked 'sold' when you sell it and put on the buyer's name. If Brown sees that Smith has just bought a side of beef, he'll want one, too.

"You've only begun your business when you've rented a locker to a patron. You must sell them also on your processing methods. Your employes should wear coats and these must be clean. These coats should carry your trade mark, too.

"Your processing room should be large enough to be impressive, but not so large, of course, that it becomes inefficient to operate. Dating of packages is most important.

"Another thing that helps is to have recording thermometers installed for your locker room to assure patrons that temperatures are kept constantly low. And you should advertise the fact that you have these things.

"A meat market and grocery store ought to be operated in conjunction with a locker plant. The lockers bring in a lot of 'food traffic' and result in good sales in these departments.

Promote Home Units

"Home units should be sold and promoted by locker plants," advises Mr. Trullinger. "This can be done on a trial basis, if you wish. We have sold the Frostmaster on a six-month trial setup. We require a down payment of $15, of which $3.50 is charged for delivery, $3.50 set aside for return of the box, $4 for the first month's rent and $4 for the last month's rent. This means, of course, that we collect another $16 in $4-a-month rentals for the unit.

"At the end of six months, we will apply the $31 total on the purchase price of the unit, and we have yet to take one back to the plant after this six-month trial.

"Another way to handle this is to offer three years' free locker rental and a small frozen food case for a fixed sum. This method assures you of a locker plant customer and the resultant processing besides giving you quite a bit of working capital.

"Sales of frozen foods can also be another wonderful source of revenue, but you should approach this operation slowly," Mr. Trullinger suggests. "During the summer, for example, sales usually fall way off.

"We have found, also, that most sales of frozen foods to take home are made between 2 and 6 o'clock in the afternoon, so we keep this section open only during those hours. It costs to much to hire a girl to work a full eight-hour day when your sales only occur during four hours. On Saturdays, however, we open this department at 11 a.m."

Frozen food sales have also been improved by offering "budget packages," added Mr. Trullinger. These consist of two staples, such as corn and peas, and a third package which is a slow-moving item. The packages are placed in an insulated bag, the contents listed on the outside, and then placed in the frozen food display case. These "specials" are usually run for two weeks and then changed.

The value of demonstrations in merchandising and sales promotion cannot be over-emphasized, said Mr. Trullinger.

"We sold 92 pies in just one day by cutting a frozen pie up into small pieces and letting the customers taste them," he stated.

"Organizing your frozen food display case properly is also important in selling these items," he continued. "You should group them by product rather than by brands. Keep all the peas together, all the corn. That's the way grocery stores operate, and that's the way customers are used to seeing them."

Discounts of 10% on sales of frozen food in lots of a dozen have also helped in promoting frozen food sales, revealed Mr. Trullinger, who told the operators that their lists of locker patrons are very valuable because they are lists of frozen food users.

"We talk to our patrons over the phone and send them direct mail to increase our frozen food sales," he said.

Asked by one locker operator at the clinic how he could promote the sale of frozen peas when canned peas sold for so much less, Mr. Trullinger suggested that a display comparing the cost per pound be worked up.

Remove the canned peas from the can and weigh the peas themselves without the can and the water.

"You'll find that frozen peas actually cost less per pound than canned peas, if you take into consideration how much the can and the water weigh," he explained.

Another locker plant operator suggested that sales of frozen foods, meats, and other products offered by a locker plant could be increased by giving employes commissions on sales. A 2% commission has increased his sales in the past five months in amounts varying from 100% to as much as 800%.

Canadian Distributor Takes In Locker Show

Installer of numerous locker plants, A. McMullin (center) of Bruce Robinson Electric, Edmonton, Alberta, Canada, confers with J. A. Smith (right) of Frigidaire and Ray Farquhar, secretary of the Frozen Food Locker Institute, at the Kansas City locker show. Mr. McMullin is believed to be the "farthest north" distributor of Frigidaire.

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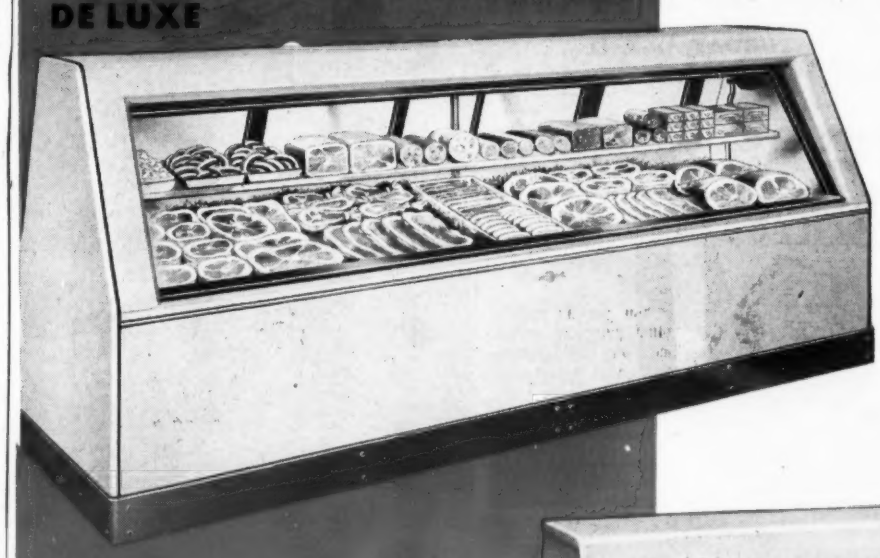

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Program For Electric Leagues Convention This Week--

(Concluded from Page 1, Column 3)

A special session for league managers Oct. 10 will be devoted to discussions of general appliance, lighting, and electric home promotion, general league operation, and general industry topics. These discussions will be continued at the close of the business session Oct. 11.

The Oct. 10 session will close at 3 p.m. to permit conferees to visit points of interest in St. Louis.

Special functions planned include a sociability hour the first afternoon, the annual dinner the following evening, and luncheons. C. G. Pyle, managing director of the National Electrical Wholesalers Association, is scheduled to announce a development "of great interest to all" during a talk on "We Are One Industry" at the luncheon Oct. 8.

S. C. Sachs, president of the St. Louis Electrical Board of Trade, will welcome delegates to open the general sessions. W. G. Hills, IAEL president, will then speak on the conference theme, "Everything Has To Be Sold."

The morning's program will be rounded out by Merrill E. Skinner, director of sales for Union Electric Co., St. Louis, who will tell conferees about "Selling the Electrical Industry to the Public."

How four current problems in selling adequate wiring are being tackled in southern California, Chattanooga, and Detroit will be explained during a three-man symposium opening the Oct. 9 sessions.

Following this will come a talk by M. I. Pickus, president of The Personnel Institute, Inc., on a new approach to a study of personnel selection and follow-up, and another by J. A. Morrison, managing director of the Electrical Association of Philadelphia, on "The Kitchen and Laundry Planning Center."

In the afternoon, A. P. McNamee, manager of the appliance department of *McCall's* magazine, will start things off by discussing "Appliance Retailing Two Years After the War." His presentation will be based on an extensive survey he conducted recently.

Delegates are then to hear A. L. Scaife, manager of the advertising division of the appliance and merchandising department of General Electric Co., describe "Tomorrow's Electrical Living."

Among other things, Mr. Watts will present data to show that the metropolitan league is directly influenced by and can have a definite influence on rural areas within a radius of 50 miles.

Some of the subjects suggested for discussion during the special session Oct. 10 include food freezer promotion, promotion of ventilating equipment for apartments and homes, substandard appliances sales ordinances, appliance financing advice, bactericidal lamps, heat pump experiences, securing sales personnel, and the threat of cooperatives.

The complete conference program follows:

WEDNESDAY, OCT. 8

10:30—Conferees' welcome to St. Louis by S. C. Sachs, president, St. Louis Electrical Board of Trade.

10:45—"Everything Has to Be Sold!" by W. G. Hills, president, IAEL.

11:15—"Selling the Electrical Industry to the Public" by Merrill E. Skinner, director of sales, Union Electric Co., St. Louis.

12:15—Luncheon. "We Are One Industry" by C. G. Pyle, managing director, National Electrical Wholesalers Association.

Afternoon session, C. G. Odell, executive secretary, Electrical Association of Detroit, chairman.

2—"Legal Aspects of Trade Association Work" by H. P. Fowler, manager, trade association department and general counsel, Chamber of Commerce of the U. S.

3—"The Planned Lighting Program and the Electrical League" by J. S. Schuchert, manager, commercial sales, Duquesne Light Co., Pittsburgh.

4—"Some New Ideas About E. M. E. Organization and Operation" by E. S. Reichard, president, Electrical Maintenance Engineers Association of Southern California.

5:30—Sociability hour.

THURSDAY, OCT. 9

9:15—"Four Current Problems in Selling Adequate Wiring and How We Tackle Them" by Victor W. Hartley, managing director, Pacific Coast Electrical Association; P. J. McMillan, secretary, Electric League of Chattanooga; B. H. Allen, manager, Adequate Wiring Bureau, Electrical Association of Detroit.

10:30—"Personnel Improvement by Accident or by Design?" by M. I. Pickus, president, The Personnel Institute, Inc.

11:25—"The Kitchen and Laundry Planning Center" by J. A. Morrison, managing director, Electrical Association of Philadelphia.

12:30—Luncheon.

Afternoon session, P. L. Heath, manager, Electric League of Western Pennsylvania, chairman.

2—"Appliance Retailing Two Years After the War" by A. P. McNamee, manager, appliance department, *McCall's* magazine.

3—"Tomorrow's Electrical Living" by A. L. Scaife, manager, advertising division, appliance and merchandising department, General Electric Co.

4—"Economic and Social Significance of Farm Electrification" by F. E. Watts, executive assistant, *Farm Journal* magazine.

6—Informal dinner for conferees.

FRIDAY, OCT. 10

9—Special session for league managers.

SATURDAY, OCT. 11

9—IAEL business session.

Household Refrigerators Sell Faster--

(Concluded from Page 1, Column 3)

at an average rate of between four and five per dealer in July) averaged between six and seven per dealer in August.

Sales of commercial and household refrigerators totaled a dollar volume of $64,290 in August, the report revealed. This amounts to a $4,456 increase in dollar volume over July figures despite the fact that in both categories unit sales dropped.

Responsible for the over-all increase in dollar volume were the sales of commercial units where gross sales amounted to $20,844, as compared with $12,678 in July. Only one additional dealer took part in the August survey.

Dollar volume in residential electrical appliances came to $183,543 during August. This is a drop from the $216,157 registered in July.

A breakdown on the Knoxville electrical appliance sales for August is as follows:

COMMERCIAL SUMMARY

	No. of Units	Value
Refrigerators	7	$10,148
Ranges	7	2,277
Water heaters	1	134
Steam tables	6	1,506
Other cooking equipment	1	250
Counter equipment	14	1,920
Ventilating systems	9	659
Air conditioning units	5	3,377
Lighting fixtures	21	573
Total	71	$20,844

This report is compiled from four dealers.

RESIDENTIAL SUMMARY

	No. of Units	Value
Home freezers	16	$ 5,347
Refrigerators	204	54,142
Ranges	150	37,815
Water heaters	91	10,404
Other major appliances	41	5,898
Dishwashers	3	885
Waste disposal units	3	429
Washing machines	230	38,677
Ironers	14	1,520
Space heaters	20	2,643
Small appliances	547	12,979
Lighting equipment	339	1,280
Lamp bulbs	1,017	829
Farm pumps	1	167
Other equipment	287	10,528
Total	2,963	$183,543

This report is compiled from 33 dealers.

Sales Jump 9% In Retail Home Furnishing Stores

WASHINGTON, D. C.—A 9% increase in the retail sales of home furnishings stores over August, 1946 was reported by the Commerce Department for the month of August.

This was in line with a 16% jump in durable goods sales and over-all retail sales that climbed 3%.

The 3% over-all rise, however, indicates a slackening in the rate of gain shown in the half-year figures released earlier. In this report retail sales for the first six months of 1947 were quoted at 16% above the same period of 1946. Reason for the slower pace, stated the report, was the sharp rise in prices.

Standard-Size Washer Sales Set Record

CHICAGO—A new record for sales of standard-size household washers was established in August when 323,063 were sold, compared with 189,778 in August last year and 318,297 in July this year, it was reported by the American Washer & Ironer Manufacturers Association.

The association said 2,395,999 washers have been sold in the first eight months of 1947. This compares with 2,023,981 in all of 1946 and 1,959,887 in all of 1941, the largest pre-war year.

A total of 43,834 small washers with a capacity of three pounds or less, dry weight, were sold in August. The figure for July was 36,471 and that for the eight months 331,575.

August sales of ironers reached 47,577, compared with 10,869 for the same period a year ago. The eight-month total is 357,797, compared with 124,616 in all of 1946 and 215,994 in all of 1941.

Detroit ASRE To Hear Ferrill, Kerotest Engineer

DETROIT — Edwin Ferrill, chief engineer of Kerotest Mfg. Co., Pittsburgh, will open the 1947-38 season for the Detroit Section, American Society of Refrigerating Engineers Monday night, Oct. 6, at the Rackham Memorial Bldg. with a discussion entitled "Selection of Proper Refrigerant Line Sizes."

Presentation of a newly developed chart claimed to simplify the selection of proper line sizes for low pressure refrigerants will be made.

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